IN THIS ISSUE . . .

Fettered Giant

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TAG

70 Tons on Hour

For Shippers With an Eye on the Clock

SAVE UPITO

16,500

15,000 10,000

5,000 3,000

2,200

1,100

25

50 100

220

550

WITH

AEI's NEW

WEIGHT BREAKS

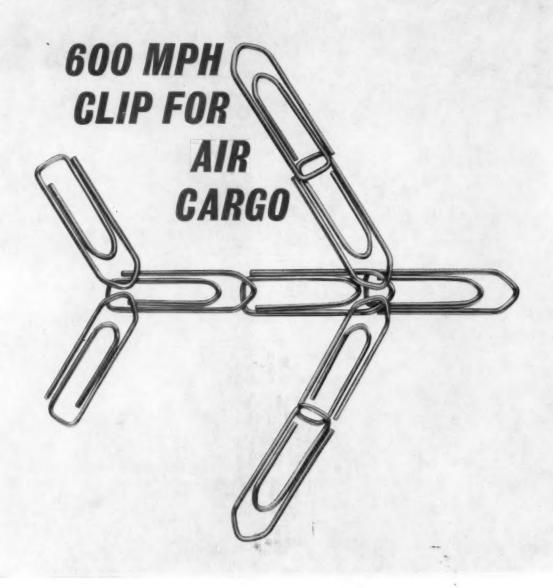
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From The Readers

Huzzahs for Authors

Many thanks for so ably presenting your photo-story entitled, Tomato Plants are No Strangers to Delta, in the July issue of Air Transportation.

With articles such as Mr. Emery John-son's Domestic Growth or Mr. W. Van Schaick's How to Do Business With Lower Inventories and similar articles, no wonder Air Transportation has indeed become "the air magazine for the modern shipper.

John Pogue Manager of Cargo Delta Air Lines Atlanta, Ga.

I wanted to express Cyanamid's thanks to you and the members of your staff for the outstanding handling of the Low Inventory article by-lined by Gerrit W. Van Schaick.

We feel that his thoughts on this subject are worthy of consideration by U. S. businessmen and feel that your publication has done a service in this respect with your readers.

> Mark Strage Assistant Director **Public Relations Division** American Cyanamid Co. New York, N. Y.

this feature which will result in an added interest in Shannon by the airline operators and American industrialists wishing

tors and American industrialists wishing to establish plants overseas.

Your article certainly reflects accurately the activities at Shannon and highlights in an incomparable way the aims and observed the control of the state jectives of the company; in fact, the success story of the Shannon development today is very clearly portrayed by you— and nothing succeeds like success . . . Brendan O'Regan

Chairman Shannon Free Airport Development Co., Ltd. Shannon, Ireland

. . . Shannon can't deteriorate "into a sort of Gander," not since you've written A World Air Market Springs Alive. Congratulations on such a splendid article.

B. K. Thorne

Public Relations Representative Pan American World Airways New York, N. Y.

That was a splendid article you did on the industrial development at Shannon Airport .

Milburn McCarty Milburn McCarty Associates, Inc. New York, N. Y.

The article, A World Air Market Springs Alive, in your August issue, is an excellent example why your magazine rates tops with us . . .

. .

George Hefferman Los Angeles, Calif.

Congratulations and many thanks for the very wonderful article which you have produced on Shannon. I think this is one of the finest features on the airport produced in any magazine to date, and should have a tremendous effect on focusing the attention of shippers and forwarders on what we believe to be a very exciting potential for future air transportation busi-

> J. C. Lynch Developments Manager Shannon Free Airport Development Co. Ltd. Shannon, Ireland

. . . I enjoyed your recent article in the May issue of your magazine which was written by Mr. Charles H. Sturgeon on traffic management.

Fred J. Tarpey Traffic Department CBS Electronics Danvers, Mass.

General Comment on AT

Air Transportation is well received here. G. S. Furman Vice President George Uhe Co., Inc. New York, N. Y. . . .

. . . Enjoy your magazine very much.
G. W. Albertson
General Traffic Manager F. W. Woolworth Co. New York, N. Y. . . .

. . . Very interesting and informative. Edward D. Heilbrun General Traffic Manager The Budd Co. Philadelphia, Pa.

Your magazine is very helpful with suggestions and information.

Robert Questell Traffic Manager JFD Electronics Corp. Brooklyn, N. Y.

We find your magazine very helpful and informative.

Frank Barry General Traffic Manager Welch Grape Juice Co., Inc. Westfield, N. Y. . .

... Enjoy your publication and find it useful.

G. K. Martin Traffic Manager Meier & Frank Co., Inc. Portland, Ore. . . .

. . . Your magazine is very helpful. Earl D. Schearer Traffic Manager Carpenter Steel Co. Reading, Pa. . . .

I find your magazine of great interest

and help.

Pearl Bonczewski Traffic Supervisor American Chain & Cable Co., Inc. Wilkes-Barre, Pa.

Air Transportation magazine is very good. G. B. Campbell Traffic Manager Celanese Corp. of America Narrows, Va.

I enjoy your magazine very much. I find that it contains a world of useful informa-

Traffic & Import Mgr. Neiman Marcus Co. Dallas, Texas

I find your magazine very worthwhile. Edward C. Frederick Foreign Traffic Manager The Parker Pen Co. Janesville, Wis. .

. . . A very good publication. G. W. Hoel Traffic Manager The Trane Co. La Crosse, Wis.

. . . Very interesting magazine.

Edward Donahue Traffic Manager Kurz Kasch, Inc. Dayton, Ohio

. . .

I have enjoyed reading your magazine. It contains very interesting information. . . . Keep up the good work

Harold R. Candy General Traffic Manager Keasbey & Mattison Co. Ambler, Pa.

Have enjoyed reading Air Transportation as a wide information source.

Albert Anzaldus

Manager Robert F. Barnes Co. Hidalgo, Texas

. . . Very informative.

E. R. Jennings Traffic Manager The Outlet Co. Providence, R. I. . . .

We find this magazine helpful. H. S. Congdon District Traffic Manager Grinnell Corp. Cranston, R. I. . . .

. . . Enjoy reading your magazine. E. J. Kohnstamm President V. & E. Kohnstamm, Inc. Brooklyn, N. Y. . .

Your magazine is excellent. R. T. Wilbanks Traffic Manager Montgomery Ward & Co. Fort Worth, Texas . . .

Your magazine is very worthwhile read-

Charles E. Wells Plant Manager Dryomatic Corp. Alexandria, Va.

. . . Enjoy your magazine very much. Gilbert Reyna Assistant Manager Judson Sheldon International Corp. Houston, Texas

I enjoy reading Air Transportation very much. Many helpful ideas received.
Paul A. Harmon
General Traffic Manager

Mobay Chemical Co. New Martinsville, W. Va.

= AIR TRANSPORTATION

The World's First Air Cargo Magazine Established October, 1942



Member of Business Publications Audit of Circulation

AIR TRANSPORTATION, published once each month, thoroughly covers the entire air cargo industry for the benefit of all those engaged in shipping and handling domestie and international sir freight, sir express and air parcel pott. Included in AIR TRANSPORTATION'S wide coverage are air shipping, cargoplane development rates, packaging, materials handling, documentation, air cargo terminal development, insurance, routing, interline procedures, new equipment, commercial airlines, milliary air transport service, air freight forwarding.

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CONTENTS

FEATURE ARTICLES Fettered Giant By Richard Malkin Sevin Upl By Viola Castang 70 Tons an Hour For Shippers With an Eye on the Clock DEDARTMENTS

DEFAITMENTS			
Air Cargo Insurance Rates	46	Forwarders	40
Air Commerce	4	From the Readers	2
Airports	41	Handling-Packing	40
Books	47	IATA	40
CAB	40	In Short	9
Club News	42	Military Aircraft	41
Come 'n' Get It	48	New Equipment	44
Commercial Aircraft	40	New Offices	48
Congratulations	42	Rates	40
Facts & Figures	41	Services	39

ADVERTISERS ABC Air Freight 41 Flying Cargo, Inc. 41 Air Cargo Consolidators 41 Impex Shipping Company Japan Air Lines Air Express International Corp. 1st Cover Japan Freight Consolidators KLM Royal Dutch Airlines 23 Air India 30 Kühne & Nagel 48 Air-Sea Forwarders, Inc. 41 Lamprecht Transport Ltd. 43 Air Shippers Manual3rd Cover Leygonie Fils Airborne Freight Corp. 39 Lufthansa German Airlines 4th Cover Airfreight Service Corp. 41 National Airlines 31 Alitalia 6 P. Nielsen 43 Avianca Barnett Inc. Barr Shi J. G. B. Peter A British C Case P Mana

Avianca	32	Pakistan International Airlines
Barnett International Forwarders,		2nd Cover
Inc	36	Pan American World Airways 24-25
Barr Shipping Co., Inc	41	Penson & Company
J. G. Bauer	43	Qantas 7
Peter A. Bernacki, Inc	41	Riddle Airlines 19
British Overseas Airways Corp	21	Seaboard World Airlines 27
Case Problems in Transportation		J. D. Smith, Inter-Ocean, Inc 41
Management	47	Swissair 5
Classified Advertisements	46	Trans-Air System, Inc
Custom House Guide	28	Trans Caribbean Airways 10
Dachser Spedition	43	UAT French Airlines 29
Danzas & Co., Ltd	43	Union Transport Betriébe 43
Delta Airlines	32	Van Oppen & Co., N. V 43
Frank P. Dow Co., Ltd	41	Varg Airlines 35
Emery Air Freight Corp	8	Heinrich von Wirth 43
European Freight Forwarders	43	Gebrueder Weiss 43
Export-Import Traffic: Manage-		World Transport 43
ment & Forwarding	47	Ziegler & Co 43
		SEPTEMBER 1061_PAGE 3

43

VOL. 39

SEPTEMBER, 1961

No. 3

Slick's Bid to Resume Common Carriage Lost

A bid to the Civil Aeronautics Board to resume scheduled air cargo service on its former transcontinental routes has lost by Slick Airways. The Board did so on the basis that it wished to "maintain the status quo until the issue of Slick's authority has been determined." This is pending in the Domestic Cargo-Mail Serv-

Slick shut down its common carrier operations 3½ years ago (March 1958 AT; Page 28). Last May, it filed an application with the Board for resumption of domestic commercial flights with a fleet of Lockheed 1049H freighters. The airline also has ordered two Canadair CL-44 swingtails. (June 1961 AT; Page 4). Slick had hoped to reopen its service on September 6.

IATA Cargo Symposium At Lucerne in Spring

Heightened interest in international air cargo is reflected by a decision of the International Air Transport Association, world organization of international airlines, to hold a Symposium on Air Cargo at Lucerne, Switzerland. The sessions will last

for one week, starting April 30.
According to Sir William P. Hildred, who announced the symposium, experts of airlines, manufacturers, and others from many countries will participate. It was pointed out that "special consideration will be given to all-cargo aircraft and integrated cargo-handling systems, as well as to market potentials and rating patterns."
Heading the arrangements is Stanislaw
Krzyczkowski, IATA technical director.

New MATS Contracts

Ten scheduled and irregular air carriers were awarded contracts by the Military Air Transport Service for the carriage of 9,930 overseas passengers and 120 tons of cargo. Covering the months of August and September, the contracts total ap-proximately \$1.5 million.

The air carriers are listed according to amount of each contract: Pan American World Airways; Trans World Airlines; U. S. Overseas Airlines; Riddle Airlines; Northwest Orient Airlines; Trans Inter-national Airlines; Slick Airways; Flying Tiger Line; Alaska Airlines; United Air Lines

All of the cargo involved in these contracts will be hauled in the Pacific area.

North Atlantic Freight Continues Steady Gains

The International Air Transport Association, reporting on activity over the North Atlantic during the second quarter of 1961, revealed that freight tonnage jumped 35.2% over the corresponding period of last year, while passenger traffic increased only 4.5%. Following is the cargo breakdown:

> CARGO (kilos) Eastbound

Passenger Flights 1,391,007 1,397,653 1,230,272 Total 3,006,705 2,627,925 JUNE 1,481,160 1,009,050 2,490,210 Westbound

Passenger Flights, 1,175,023 1,200,773 1,351.878
Cargo Flights 943,510 752,174 866.895
Total 2,118.532 1,952,947 2,218.773
The above record covers the activities

of 19 IATA-member airlines.

US-Soviet Airline Pact Is Affected by Tension

The United States and Soviet Russia last month came close to an agreement on the establishment of a direct commercial airline service between both countries, but the heightened Berlin crisis and Russia's decision to renew atomic tests have put a damper on the entire project. The New York-Moscow route would be operated by Pan American World Airways and Aero-flot, Russia's civil airline.

When initial discussions were started in 1958, a similar tense situation between both countries suspended the talks.

Panelists Chosen For Connecticut Symposium

The Connecticut General Flight Forum Symposium, now set for November 1-3, has completed its topics and panel members for the three-day sessions, it was announced by Henry R. Roberts, president of the Connecticut General Life Insurance Company of Hartford.

There will be five panel discussions, these centered on the following topics: cargo; passengers; the future air trans-

port system; airports; public policy. Cargo panelists are: Robert W. Prescott, president, Flying Tiger Line; Professor Stanley Brewer, University of Washington; William Littlewood, vice president, American Airlines; Ross W. Bennington, director of traffic, United States Rubber Co.

The symposium program also includes six major addresses by important figures.

Purchase of Real Makes Varig 5th Biggest Line

Varig Airlines of Brazil, which four months ago announced the purchase of 50% of the stock of Aerovias Brasilia, international division of Real Airlines (June 1961 AT; Page 6), has bought Real in its entirety at an undisclosed price. The absorption of Real by Varig is subject to government approval.

The action, which raises Varig's network to a total of 102,000 route miles, elevates the air carrier to fifth place among the airlines of the world. Last year, Varig flew 23.377,000 ton-kilometers of domestic and international freight; Real, 16,606,000 tonkilometers of domestic and international

freight. Varig's international routes bring it to Argentina. Real serves points in South America and beyond to Miami, Chicago, Los Angeles, Honolulu, Mexico City, Wake Island, and Tokyo.

Included in the purchase deal are three Convair 990 jets which Real expects to receive late this year.

Prescott Says CL-44 Has Shown It Will Turn Trick

Following two months of testing, the Flying Tiger Line's new CL-44 propjet swingtail freighter has proved that it can produce low-cost air freight, it was an-nounced by the all-

cargo airline's president, Robert W. Prescott. He said that it has "matched or exceeded every projec-tion made for cost, performance and reliability."

Prescott asserted that Tiger's cost forecasts have been proved by actual flying experience that it can safely offer "new low-cost rates for air freight." He added:

CI-44a



CL-44 Proved

'We can show that such rates, averaging 30% below existing tariffs, can make money for the carrier and still offer a tremendous new shipping opportunity to much of business, industry and agriculture which has been ruled out of the air by today's higher rates."

Tiger is the only domestic air carrier operating scheduled routes to have purchased the Canadian-built cargoplane. When deliveries have been completed, the all-cargo carrier will have a fleet of 10

PAGE 4—AIR TRANSPORTATION—Air Commerce





All

gone

Here in Zurich's new cargo terminal, transshipping time is measured in minutes—not hours. There are 27 reasons why. One is the terminal itself—120,000 square feet of the world's most complete jet-age cargo facilities. The other 26 reasons are the 26 major international airlines that link Zurich with all Europe, Africa, the Middle East and the Orient. At the head of the list—Swissair, whose jet fleet serves 56 cities on 5 continents. Next time you ship cargo, take advantage of Zurich's unique facilities—including high-speed conveyor systems, refrigerator rooms, animal hostels, 9,000-square foot free trade zone, radiation storage, guarded vaults, plus all forwarders, agents and airline offices all under swissair. 10 West 49th Street, New York 20, New York, FAculty 2-8600

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PAGE 6—AIR TRANSPORTATION—Air Commerce

Air Foreign Trade Studies Will be Resumed by U.S.

Congress has approved funds for the Bureau of the Census, U. S. Department of Commerce, to compile monthly and annual statistics on United States foreign trade by air. Until 1947, when budgetary considerations discontinued them, separate air cargo statistics were compiled and certain publications raleased.

The proposed plans for compiling the air cargo statistics are being based upon a recently-compiled pilot study of March 1960 foreign trade shipments by air. This appeared in full in Air Transportation. The type of information to be compiled will be similar to the data compiled in this study.

Consultations are currently taking place with representatives of other government agencies, the air industry, and other interested organizations to obtain their views and advice on the Bureau's proposed plans for the new air cargo statistics, the Census Bureau said.

Previous studies appeared in the following issues of Air Transportation: November 1960; January, February, June, August 1961.

Air Express Service Is Opened to Puerto Rico

REA Express last month inaugurated its new air express service between the continental United States and San Juan, Puerto Rico.

Emil Seerup, vice president-air services, who made the announcement, stated that REA's operations in Puerto Rico are centralized at its new terminal office at San Juan International Airport, Luis Quinones has been named agent.

Pickup and delivery service, which is included in the air express charge, is available in the met-



Seerup New service

available in the metropolitan San Juan area, including Barrio Obrero, Bayamon, Buchanan, Caparra Terrace, Catano, Hato Rey, Martin Pena, Miramar, Pueblo Tiejo, Puerto de Tierra, Puerto Nuevo, Rio Piedras, Santurce and Talleres. There is an additional charge for service to all other points.

BOAC Gives Up Share In Middle East Airlines

Middle East Airlines, the Lebanese air carrier, became a fully independent company when it acquired the 48.5% shareholding in it by British Overseas Airways Corp. Last year MEA flew more than 2.6 million ton-kilometers of freight.

million ton-kilometers of freight.

According to BOAC's chairman, Sir
Matthew Slattery, and MEA's chairman,
Sheik Najib Alamuddin, commercial and
technical cooperation between both airlines will continue.

Reduced Atlantic Cargo Rates are Now in Effect

North Atlantic air shippers are now enjoying the lowest cargo richest route in the world. rates on this

Effective September 1, the 19 United States and foreign air carriers in IATA Traffic Conference No. 1 depressed rates to the point where savings in air-shipping

costs will be as high as 65%.

General commodity rates range from \$1.00 per pound in the lowest weight bracket (one to 99 pounds) to 31¢ per pound in the highest (16,500 pounds and over). Previously these vates were \$1.27. Previously these rates were \$1.27

and 83¢, respectively.

In addition, the 78 categories of specific commodities which were in effect through August 31 have been reduced to 24 west-

bound and 15 eastbound.

The new minimum rate is \$11 for New York, Boston, San Juan, Montreal, and all points east of the latter city; and \$12 for all other United States and Canadian points, plus Mexico. The mini-

mum rates represent an increase.

New weight levels for general commodities are (in pounds): 1-99; 100-219; 220-549; 550-1,099; 1,100-2,199; 2,200;

16,499; 16,500 and over.

Week-Long Cargo-Handling Convention in New York

The International Cargo Handling Coordination Association's 1961 General Assembly and Technical Conference was scheduled to run for a week starting September 4. The greater part of ICHA's fifth biennial international gathering was slated to take place at the Waldorf-Astoria Hotel in New York. With sessions conducted in French,

Spanish and English, conferees to discuss the following problems: increasing efficiency of conventional breakcreasing emctency of conventional break-bulk systems; utilizing automation and containerization in cargo handling; and improving practices, equipment, and sys-tems in the newly emerging economies in Africa and the Far East.

R. Dixon Speas, president of R. Dixon Speas Associates, consultants, was programmed to speak on Cargo Handling Frontiers in Civil Aviation.

First Details Given On **New Lockheed Freighter**

Lockheed 300 (military designation, C-141) will have a maximum take-off weight of 315,000 pounds and will haul a payload of more than 85,000 pounds nonstop coast to coast, technical experts at Lockheed Aircraft Corp's Georgia Division revealed. The new turbofan airfreighter, which incorporates some of the features of the manufacturer's Hercules, will have a cargo compartment whose clear cube will be approximately feet wide by nine feet high by 70 feet long.

Lockheed said that the transport will be equipped with a mechanical loading system and will feature straight-in,

truck-level loading.

truck-level loading.

As a commercial cargoplane, the 300 also will be able to operate economically on hauls as short as 500 nautical miles, it was pointed out. On the New York-Paris run it will fly 82,000 pounds. Cruising speeds will be 506 to 550 miles per hour.



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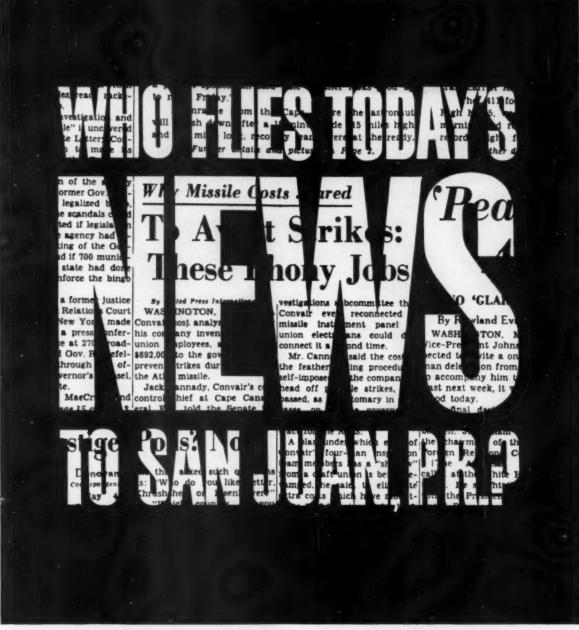


EMERY AIR FREIGHT INTERNATIONAL

Offices in all principal cities.

In short...

- MINIMUM RATES FOR DOMESTIC AIR FREIGHT will be revoked, effective October 1, it was learned by Air Transportation as it closed for press. Included in this Civil Aeronautics Board order are minimum charges for assembly and distribution. It was the Board itself which last February proposed dropping the minimum rates. The original minimum rate order was put into effect 13 years ago. More on this in next month's issue.
- REPORT OF THE FAA-DD-NASA Task Group that development of a commercial transport plane to fly three times the speed of sound is feasible and can be done by 1970-71, has left representative air cargo figures saying, in effect, "So what?" Behind their attitude is the impatient desire to accelerate ground handling to the point where it can cope with the aircraft of today's speeds.
- PROPOSED MERGER OF RIDDLE AND ASA has won the support of the Bureau of Economic Regulation of the Civil Aeronautics Board. This is a giant step towards the establishment of an all-cargo operation stretching from the Northeast and Great Lakes area to South America.
- NEW AIR TRANSPORT ENTITY in the Congo Republic is Air Congo. It has been set up with technical and operational assistance from Sabena. It will operate DC-3, DC-4, and Convair aircraft.
- CAB IS ALL FOR ABOLISHING competition between United States flag carriers on South American routes. It would have only two routes—one on the west coast, the other on the east. Buenos Aires would be the only competitive point. Embroiled in the coming arguments are Pan Am, Panagra, Braniff, Delta, all with routes to South America. Now National has filed a motion that will put it in the running for a route.
- NORTHWEST ORIENT AIRLINES is the latest of the air carriers to turn to the Douglas DC-7C modification for its all-cargo jobs. The airline has ordered four DC-7CFs, which reportedly will have the "largest cargo door ever to be installed in the forward fuselage of an airliner." Dimensions: 81" x 124". The DC-7CF will fly 37,000 pounds a distance of 2,400 miles.
- REA EXPRESS HAS BEEN GIVEN the green light on its proposed air-surface service in Alaska. This service is covered by a joint REA-Alaska Airlines tariff. Air Freight Forwarders Association had assailed the proposal on the grounds that it would make REA a forwarder. The CAB has turned down forwarder authorization to REA in the past.



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PAGE 10-AIR TRANSPORTATION-Air Commerce







FETTERED GIANT

By RICHARD MALKIN

Executive Editor
Air Transportation

Just one year ago, Sir William P. Hildred, director general of the International Air Transport Association, stated: "The question is whether we are doing enough to develop bulk now and whether we can count on getting it when the need becomes even more urgent."

- Why have the air carriers scratched only the surface of the potential in international distribution of newspapers and magazines?
- To what extent are dailies, weeklies, monthlies using the international air services today?
- If air freight rates were further reduced, how would the newspapers and periodicals put their savings to work?
- Do the airlines really know what it costs them to handle this commodity as opposed to other commodities?
- What did one newsweekly prove when an international air carrier agreed to reduce rates on an experimental basis?
- How does one U. S.-printed news periodical reach foreign readers on the same day it is made available at home?
- Why must the air carriers facilitate the flow of Western news and ideas to the uncommitted areas of the world?
- Should the air carriers revise their basic concept of how to profit from newspapers and periodicals?

(Continued on next page)



The covers are all alike, but reading from left to right they are the South Pacific, Asia, Atlantic, Latin American, and Canadian Editions.

T is in the self-interest of the international air carriers that they maintain their cargo rates at levels which, it is known or assumed, will return traffic in compensatory volume and profit.

Equally, it is in the self-interest of those newspapers and magazines which use the international transportation services to seek to pitch their distribution costs as low as possible.

Between these widely separated poles of self-interest lies a vast area of opportunity which, my own inquiries and studies have shown, remains largely untapped.

To my knowledge, no airline or group of airlines has studied in depth the complex problem of how to draw oil out of this Sahara.

To be sure, heads have been put together on rates, costs, schedules, and potential; but, as far as I have been able to determine, the general design of these studies were no different from those attempting to divine the future of air traffic in bras, adding machines, and walking-talking-sleeping-wetting

This is not a peculiar symptom of the present Jet Era. It is a hangover from way back. Thirty-four years ago, with the ill-fated League of Nations in the role of matchmaker, European publishers and the International Air Transport Association started a series of discussions aimed at diverting newspapers and periodicals to the air in volume. After two years of meetings, the publishers and the airlines found themselves in a hopeless cul de sac and gave up.

Between then and now, the instruments of flight have progressed from the primitive boxkites of the Twenties to giant near-sonic transports. The latter, in their speeds, ranges, and capacities, bear as much resemblance to their forebears as a modern washing machine does to a corrugated tin washboard.

The shipment of freight by air has grown to a point where now, for the

first time, respectable numbers of air transportation executives concede that this end of the business should eventually provide the airlines with at least as much revenue as do the passengers, and probably more.

In the air cargo business there is steady and continuing interest and activity in the development of new commodities; i.e., the conversion to air movement of products which never before were airlifted. This is as it should be. But can it truly be said that one of the first industries to show material interest in international air transportation has been converted to its utilization in proportion to the development of aircraft, air services, and air schedules?

"The publishers pay half of the general cargo rate over the North Atlantic; a little less than that in Europe," a United States airline man pointed out. "I think they are doing very well, all things considered."

"The long-haul rates are unrealistic," a European distributor of foreign publications told me. "Neither the American journals nor the European journals can develop worthwhile overseas markets under these conditions."

"The publishers' circulation and traffic men are underestimating airline costs and terrific problems in scheduling," an air carrier representative in England said. "I can sympathize with their problems, but I am inclined to believe that we don't have the right

aircraft yet to take care of their very special requirements."

"Poppycock!" a magazine official headquartered in the same country retorted when apprised of the latter airline man's assertion. "What does he say about offloading magazines to make space for more passengers?"

But most airline cargo executives will readily concede that newspapers and periodicals possess inherent virtues which make their handling, loading, and stowing the easiest and most preferable of any of the air commodities. They require no special handling; there is no problem of breakage; they can be—and are—used to stuff holes between stacks of other shipments.

What are these virtues worth?

One wonders if any airline has ever carried out a comprehensive study of what it actually costs to handle and/or to load and/or to stow one commodity as against another—for example, newspapers and magazines as compared with fresh-cut flowers or drugs? All three commodities are among air cargo's earliest customers and share a common characteristic: the life-ordeath factor in delivery time. Only with news media, it is more so.

Since newspapers can be depended on for volume on a daily basis, and many of the periodicals—especially the newsmagazines—on a weekly basis (not to mention, for the moment, the biweekly and monthly journals), how much will the carriers save in sales-

Can international air freight rates come down to point where Life's great tonnages are shifted in bulk to aircraft?



persuasion costs? The argument continues: once the flow has started, and assuming the service is satisfactory, airline sales calls become superfluous.

It is an axiom in the air transportation business that each decrease in rates or fares will inevitably be followed by an increase in traffic. Whether the additional traffic will be great enough to offset the drop in revenue per kilogram or passenger is the crux of the problem and has created a built-in fear. Publishers and publisher representatives with whom I have discussed the matter here and abroad are uniformly of the opinion that liberalization of air shipping rates will, in the long pull, return healthy dividends to the carriers. The carriers, on the other hand, are not so certain. Nor are they, at the present stage of the game, willing to find out through actual experiments, except in a few spotty situations.

It was a French newspaper publishing executive, Henri Masson-Forestier, of Le Figaro, France's largest newspaper, who pointed to the experience of the American newsmagazine, Time. In 1954 Pan American World Airways agreed to experiment with the carriage of the weekly at reduced rates on Latin American routes. That first year, under the impact of the lower rates, Time volume jumped 47% to 570,000 pounds, with distribution leaping from 2,340,000 copies to 3,068,000 copies.

I conferred with Masson-Forestier in his office on the Champs Élysées in Paris. An officer of the Syndicate de la Presse Parisienne and the Federation Nationale de la Presse Française, he had for years been in the forefront of his industry's battle to lower air freight and air postal rates. When I asked him about his present activities in this regard, he threw up his hands in Gallic fashion and indicated with a few terse but pithy remarks that he had just about given up on the airlines.

He called IATA "shortsighted," reserving his more barbed remarks for the world airline organization's secre-



First issue of the International Edition of The New York Times to be transmitted electronically across Atlantic and automatically typeset. Daily is distributed from Paris.

tary general, Sir William P. Hildred. The air carriers, he said, are turning their backs on a gigantic potential. Masson-Forestier expressed extreme "disgust" at their "lack of cooperation" and dim viewpoint.

Would lower rates help the circulation of his company's publications in a substantial way?

"Definitely." Then he repeated the word with greater emphasis.

I discussed with the Frenchman the need to get the word of the West to the uncommitted nations of the world. He brightened at this turn of the discussion.

"There is an Occidental point of view which we must bring to far-off nations," Masson-Forestier said. "It is a logical desire, and the various governments should study methods of how to facilitate this point of view."

In the office of Time-Life International on the Rue de la Pépinière, R. Lestourneaud, traffic manager for Europe, stated flatly that "few understand the freight business at the airlines." This rather extreme opinion apparently had been prompted by a long series of frustrations attendant to his attempts to procure better (cheaper) air freight rates for the Parisprinted editions.

"At the present time, we are given by the IATA airlines a rate reduction of 33% on distribution in Europe," he said. "At the 50% rate, which is what we receive on Atlantic traffic, all of our circulation to West Germany, Belgium, Italy, Netherlands, Austria, and possibly some other countries, would be diverted to air. Certainly in the summertime; possibly in the winter, because I am thinking of the fog which hampers schedules.

"The French National Railways are excellent. They have a record of 98%



Two well-known newsmagazines, each seeking greater utilization of air freight.



N Egypt they call it Seffein.
At Union Carbide Corporation
(they make it) they call it Sevin.
What is it?

It's an insecticide. A carbamate, it is the first of a new chemical family in the insecticide field. It is safer to apply by hand-spray than the chlorinated hydrocarbons now on the mar-

E with enor sour But sect year atta ton, simi

Prodenia litura—the culprit.

ket, such as DDT; and the bugs haven't developed any immunity to it yet.

Where is it?

It was mostly in this country until Sunday, August 6. Then at 9 a.m. of that day, a KLM cargo plane carrying nearly 34,000 pounds of Sevin roared out of Idlewild bound for Cairo, the spearhead of one of the largest commercial airlifts in history. . . . And the battle was on!

Egypt's cotton crop was threatened with total extinction. That was bad enough, for cotton is Egypt's biggest source of revenue after the Suez Canal. But Prodenia litura, the particular insect that is crawling over Egypt this year in vast armies of destruction, is attacking nearly every crop grown. Cotton, tomatoes, barssim (a forage crop similar to alfalfa), corn—all are host plants to it. Even the date palms are falling victim.

The moths of Prodenia litura, a type of armyworm known in the United Arab Republic as the Egyptian cotton worm, come out of the ground and lay eggs on the host plants. Each moth can lay 2,000 eggs. The eggs hatch in three to four days, and the worms from the eggs feed on the host plants for about three weeks. They strip plants right down to the stem before putating (resting in the ground) and finally emerging as moths—ready to deposit 2,000 more eggs. Seven generations of



Traffic and distribution executives of Union Carbide International Company pause during conference on ramp to pose for picture. Left to right are: Ray Hardy, assistant traffic manager; E. H. McConnell, manager of distribution; William Hosking, traffic manager; and V. Ferrari, supervisor of air freight.

these armyworms can go through their deadly life-cycle in one season.

The Egyptians have been subject to insect plagues since Biblical days. The (Continued on Page 22)

Up!

By VIOLA CASTANG

Assistant Editor Air Transportation











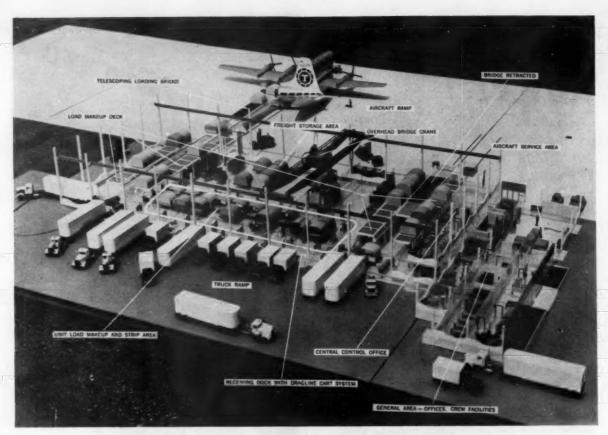






Scenes of hectic activity are in evidence at New York International Airport, jumping-off place of the multi-million-pound insecticide airlift to Egypt. Photo 1: Pallets laden with drums wait outside KLM warehouse to be forklifted to the Dutch air carrier's DC-7F freighters. Photo 2: Conveyor moves a steady stream of Sevin packed in corrugated containers into belly of Swissair jet. Photo 3: This Scandinavian Airlines System DC-8 hauled 287 drums of the chemical, weighing 32,205 pounds, even taking advantage of the passenger compartments. No passengers were aboard. Photo

4: Pan American World Airways was another of the carriers which rushed the chemical spray to the ancient land. Photo 5: Forklift moves a palletload of drums into the cargo hold of a Sabena freighter. Photo 6: Forwarding executives Jerry Miller (second from left) and Bob Connelly (right), managing directors of the Air Cargo Division of Frederic Henjes, Jr., Inc., pause for a breather during loading of Pakistan International Airlines jet. With them are Gilbert Philiba (left), cargo sales manager of the airline, and Mary O'Leary, the New York forwarding firm's traffic manager.



Model of the Flying Tiger Line's automated freight terminal which is expected to go into operation next January. More than a million dollars are being spent on the new O'Hare Field facility by the transcontinental all-cargo airline. It is expected to serve as a model for additional Flying Tiger freight terminals at key points throughout the United States.

New look for Flying Tiger at Chicago

70 TONS AN HOUR

ITH the initial pouring of concrete last June 2 for a 33,000-square foot freight facility at O'Hare Field, Chicago, some sort of history was made by the Flying Tiger Line, transcontinental all-cargo airline.

If the planned schedule holds true, the nation's first automatic air freight terminal will come into being on January 9, 1962.

For long years air freight experts have mulled over the multi-faceted problem of stepping up ground operations in order not to rob the speed of air transportation of its inherent values. When the propjets, and then the purejets, came along, the problem became more acute. In the case of Tiger, first of the domestic airlines to purchase

the Canadair CL-44 propjet swingtail freighter, realization of the sticky problem has been met with action. The CL-44 can haul a payload of 65,000 pounds and move at 400 miles per hour, and Tiger apparently doesn't mean to hurt these performance factors with the same old bottleneck that has plagued airlines, forwarders, and shippers since they awoke to air freight in the mid-Forties.

Tiger's new facility, it is anticipated by the airline's executives, will serve as a model for similar facilities nationwide. Plans for it were finalized this spring after a planning and testing period lasting two years.

The Windy City was decided upon as the location of the first automatic terminal, for the dual reasons of its being the principal interchange point on the carrier's cross-country route and the primary destination point for eastbound freight. The cost of the two-story structure will exceed \$1 million, with an additional \$400,000 going up on the slate for the automatic freight-handling equipment.

It is estimated that 140,000 pounds of freight will be processed per hour—six times as much as can at present be handled in the most advanced facilities now standing. The current turnaround time of a plane is now three to five hours. Tiger is confident of being able to slash this to one hour. Furthermore, provision is made for the simultaneous

(Concluded on Page 22)

T.T. TETT. GE

SEPTEMBER 1961

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Paris-center of the European market ... prime gateway to Africa, The middle and far East! Both Jet sorvice and all-cargo Blights

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See Cargo Agent or call Ari France!

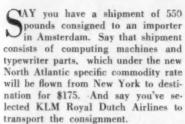
WORLD-WIDE CARGO SERVICE / WORLD'S LARGEST AIRLINE

SEPTEMBER 1961-PAGE 17

A new wrinkle for time-conscious U. S. exporters . . .



George V. Lambert, KLM's United States manager (left), and Alvin E. Levenson, United States cargo manager, appear pleased about the new TAG insurance which the Dutch airline is offering to U.S. exporters. Campaign reportedly has been favorably received.



The point is that for another \$1.75 your shipment will bear a guarantee it will arrive at the destination airport within 24 hours of the scheduled arrival time. If it fails to reach the airport within that time, your \$175 transportation charge is refunded.

This is the heart of the new shipper guarantee sprung on the United States export trade by KLM. Called TAG (Time Arrival Guarantee), it is effective in North Atlantic eastbound carriage to destinations in 19 countries of Europe.

TAG insurance is rated at 1% of the transportation charges, with the minimum insurance premium set at \$1. Transportation charges of up to \$25,-000 per single aircraft are insurable. The insurance firm of Barry & Powell, Inc. is the broker.

Alvin E. Levenson, United States cargo manager, who explained the

Dutch air carrier's TAG plan to an assemblage of cargo representatives from all parts of the nation, declared that TAG-insured shipments may originate in any part of the United States. These, however, must be carried on a through IATA international airwaybill and routed on KLM for the North Atlantic leg.

For the time being, TAG applies to eastbound consignments only. In about



six months, it may be extended to both North Atlantic directions; and after that, to all other points.

The insurance application is a simple one. It requires only the following information: names and addresses of shipper and consignee; airwaybill number; number of pieces; weight; airport of destination; name and flight number of first carrier, and the date the shipment was delivered to the latter; the KLM flight number; and the date and hour of the scheduled arrival of the KLM flight.

TAG applies to shipments moving from all parts of the United States to the following countries: Austria; Belgium; Denmark; Finland; France; Gibraltar; Greece; Holland; Ireland; Italy; Luxembourg; Norway; Portugal; Spain; Sweden; Switzerland; Turkey (Istanbul only); United Kingdom; Western Germany.

Under the terms of TAG, "the insurance attaches from the time that the goods are delivered to the first direct carrier, together with the completed TAG insurance application form, and continues until arrival at the airport of (Concluded on Page 22)

TYPICAL TAG CHARGES

Based on Transatlantic General Commodity Rates Effective Sept. 1, 1961

Origin	Destination	Weight (lbs.)	Air Transportation Charge	TAG Insurance
Atlanta	.Amsterdam	100	\$ 84.00	\$1.00*
Boston	.Paris	150	109.50	1.10
Chicago	.Frankfurt	110	95.70	1.00*
Detroit	. London	220	118.80	1.19
Houston	.lstanbul	40	70.40	1.00*
Los Angeles	.Copenhagen	74	107.84	1.08
New York	.Milan	125	100.00	1.00
Philadelphia	. Madrid	1,100	451.00	4.51
San Francisco	. Helsinki	70	100.60	1.01
Washington, D. C	.Athens	550	385.00	3.85
*Minimum charge, \$1.00				

MR. FREIGHT FORWARDER-

RIDDLE HAS THE WORLD'S LARGEST, FASTEST, MOST MODERN AND EFFICIENT ALL CARGO FLEET.



SEPTEMBER 1961-PAGE 19

Pan Am and Douglas come up with AirPak For SHIPPERS with an EYE on the CLOCK

DEVELOPED through joint research by Pan American World Airways and the Douglas Aircraft Company, AirPak, a new palletized preloading system, has passed through tests with flying colors. The

AirPak method, demonstrated at Long Beach Airport last month by Pan Am, compresses a DC-7F's normal four-hour loading or unloading operation into a single hour.

As a result, the air carrier has decid-

ed to incorporate AirPak into its entire airfreighter fleet. The action, according to Willis G. Lipscomb, the airline's vice president-traffic and sales, "insures the continuance of Pan American's long-established pre-eminence in world-





Photo 1—Preloaded pallet of freight is forklifted to open hatch of DC-7F airfreighter. Photo 2—Now on a level with the floor of the plane, the pallet is eased over the restrainer and onto the serried rows of steel ball-bearings.

Photo 3—Closeup of the restrainer, ball-bearings, and roller-bearings. Restrainer (upper right) is depressed as it feels the weight of the pallet, allowing it to move on ball-bearings (upper left). From there the heavy pallet is pushed easily onto and over the roller-bearings (foreground). Photo 4—Handlers now have it moving over the roller-bearings toward station.

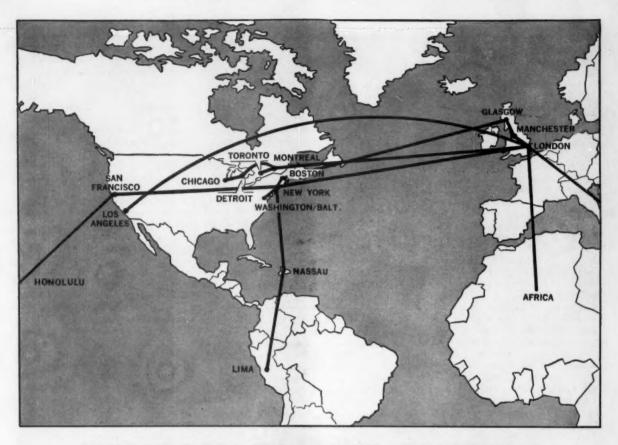




Photo 5—The pallet reaches its location for flight. Photo 6—A restraint block keeps it firmly in place, ensuring safety.







IT'S EASY TO SHIP BY BOAC

- 1. New transatlantic cargo rates
- 2. More direct service to Britain
- 1. Big news for shippers! Now your total distribution costs can be reduced to a significant degree. The new transatlantic air cargo rate structures bring economies to volume shippers by air that are very favorable.

2. What's more, BOAC offers much more direct service—707 jets from 10 North American cities to and from Manchester, Glasgow and London, and frequent connections to Europe, Africa and Asia. Also frequent transatlantic DC 7F Freighter Service.

For precision air-cargo handling, call your Freight Forwarder, BOAC Cargo Agent or any BOAC office.

ALL OVER THE WORLD

BOAC
TAKES GOOD CARE OF YOUR CARGO

BRITISH OVERSEAS AIRWAYS CORPORATION In Association with BEA, Qantas, TCA and Air India

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	s of new Atlantic Freight
rates and services.	
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wide air cargo transportation."

In contrast to the general method by which as many as a thousand or more individual pieces are hand-loaded, merely seven hoist operations of the preloaded pallets are required. Unitization of shipments on strong, lightweight pallets, hours before the actual arrival of the plane, keeps the aircraft on the ground only a fraction of its former time. The traditional method of loading must await the arrival of the plane.

Each pallet, measuring 108" x 88" (which is consistent with MATS standards), is capable of handling 6,700 pounds. Seven such pallets are hauled by a DC-7F. Complementary to the pallets are restrainer and ball-bearings on the deck adjacent to the hatch; roller-bearings forward and aft of the hatch; snaplocks which are permanently located in the deck; and heavy duty fork-lift or scissorlift.

In an earlier shipper-to-dockside demonstration which started at the Fullerton, Calif. production plant of the Beckman Instrument Company, a bulky shipment of electronic products of its own manufacture was loaded onto a pallet at the loading station, secured with nylon straps, and transferred to a waiting truck. The truck, traveling through heavy traffic, covered the 33 miles to Pan Am's cargo section at Los Angeles International Airport in about one hour.

In the demonstration at Long Beach to prove planeloading speed and efficiency, the pallet-loaded truck pulled up to the DC-7F. A forklift came into play, raising the pallet to deck level, and easing it through the big hatch onto the ball-bearings set in the floor. From that point it was a simple matter of pushing the pallet onto and over the roller-bearings until it reached its designated location, and snaplocking for absolute security. The truck-to-snaplocking operation was timed at 2:08 minutes.

The present payload of a DC-7F is 36,500 pounds. Pan Am plans to increase its carrying capacity to nearly 40,000 pounds through the elimination of some hardware.

AirPak was the outgrowth of "an exhaustive two-year study of cargo-handling requirements and systems and has evolved a concept featuring simplicity, reliability and time-saving," Lipscomb declared. He said it will "provide shippers with maximum speed and convenience."

TAG

(Continued from Page 18)

destination"—in effect, the full length of the goods' journey from the moment KLM takes full possession of it.

The shipper will be reimbursed 100% of the amount of his transportation charges if his consignment does not arrive at the destination airport within 24 hours of the Dutch carrier's scheduled time of arrival. Exceptions to this stipulation are "the time period extending from midnight to midnight (local time) on Saturday, Sunday, and recognized holidays at the country of destination," as well as delay resulting from weather conditions, and the failure of the consignee to collect his shipment.

A spotcheck of exporters and international air freight forwarders by Air Transportation generally elicited favorable comments on the KLM action.

. . .

70 TONS AN HOUR

(Continued from Page 16)

handling of two CL-44s. Automation of ground facilities should reduce freight handling costs by as much as 35%, it is figured. This reduction, coupled with the reportedly excellent capabilities of the CL-44, may well permit a 40% reduction of shipping costs to the public, Tiger said.

There are five primary freight areas:

A freight receiving and delivery area with dock facilities to handle 17 trucks simultaneously. Unduly large pieces of freight will be processed via a special dock, from which the movable overhead crane will be able to lift loads directly into or out of the truck.

A freight assembly and distributing area within the terminal. Dragline carts of a standard warehouse size, moving around a rectangular loop, will shift loads between the trucks and the section where unit-loading or -unloading for or from the aircraft takes place. The carts will engage the drayage line by means of a specially designed coupling device.

A central freight loading deck and crane area forming the main interior section. Four loading decks, two at each end, span the distance between the drayage line and the aircraft ramp. Each pair has 10 pallet positions for loading, and 10 more for offloading. The decks are 11 feet high, equivalent to the height of the aircraft freight floor from the ground. An overhead crane traveling the length of the terminal swings the freight up to or down from the decks. A movable bridge set between each pair of decks telescopes out to the aircraft for loading and unloading

The aircraft ramp.

A general office, terminal control and aircraft service area. Supervisors stationed on a balcony overlooking every part of the terminal will order and control the entire freight operation. Communication will emanate from the control room by radiophone and a two-way intercom to personnel working on the freight floor, docks and loading decks.

If the description appears involved, the actual operating plan has been designed for step-by-step simplicity.

Freight coming in by truck is to be received by three means. The bulk of it will journey by cart to the main interior, where it will be loaded onto loading jigs in conformity with the size of the aircraft interior. An alternative method of intake will be by way of a telescoping conveyor direct from the truck to the airborne pallet. In the third method, the truck goes right into the terminal with containerized loads or unwieldy and weighty pieces, and the crane removes them.

The overhead bridge crane will not only pick up from all receiving areas, with its built-in load cells it will weigh the pallets, before landing them on the decks, so that weight and balance computations may be made prior to the plane's arrival. The freighter will be positioned at a 90° angle to the extensible loading bridge, along which the pallets will move on powered roll-

In the central control room, four men will direct every phase of the activities: a cargo supervisor and three controllers responsible respectively for dispatching trucks and supervising pickup and delivery, for directing freight into the terminal and supervising load makeup, and for supervising the movement of loaded pallets and their location on the system. Documentation and airwaybills will be simultaneously handled by others.

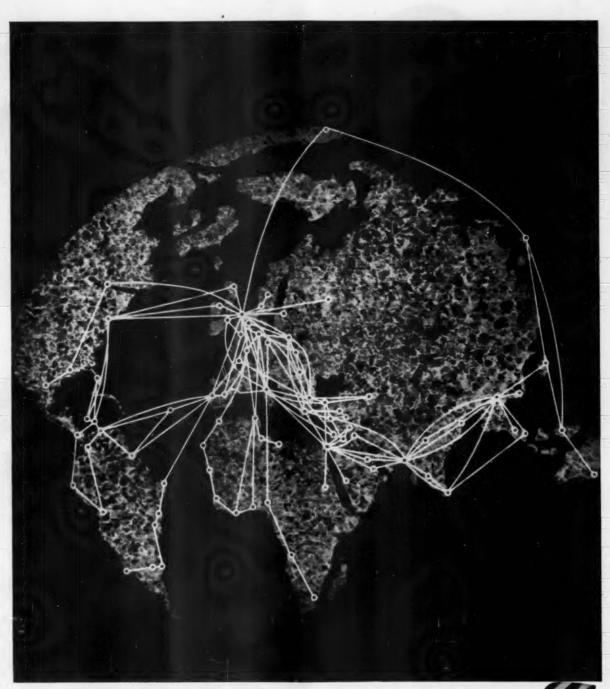
SEVIN UP!

(Continued from Page 14)

big killer used to be the locust. When the current killer, with its more varied appetite, went on the march this year, the Minister of Agriculture realized from the quantity and extent of the reports that were coming into him that a national emergency was building up. He put in his report to President Gamal Abdel Nasser, who declared a state of national emergency. All vacations for agricultural workers were stopped, and even the schools were closed and schoolchildren were thrown into the fight.

But the odds were too great against the old emergency measures of handpicking the worms, and using the old chlorinated hydrocarbon sprays. The armyworms were winning hands down, and soon it became obvious that if

(Continued on Page 26)



WHEREVER YOUR SHIPMENT GOES, SO DOES KLM. Here's an airline that gives you 114 cities in 80 countries, including every major overseas market. KLM, of course—the same airline that pioneered air cargo service 42 years ago. Scope and experience are important, but so are the talents of KLM people. In the U. S., 150 experts represent KLM air cargo. All are trained to make quick decisions and the right ones, to handle details in a hurry, to deliver your shipment on time at lowest possible cost. You can depend on KLM Cargo Representatives. They are the real reason KLM is cargo choice of the world. KLM Royal Dutch Airlines, 609 Fifth Avenue, New York 17, New York.



948 PAN AM VOLUME DISCOUNTS FOR LATIN AMERICA



AND NOW-PAN AM OFFERS FOR ATLANTIC CARGO-

Pan Am offers businesses everywhere

At last, modernization of Clipper* Cargo rates is complete—world-wide! In more cases than ever before, distribution via Pan Am costs less than the total for surface transportation. Look at this rate breakdown between New York/London, for example:

THE BIGGER YOUR	18	H	IP	ME	NT, THE LOWER	Y	U	R RATE
WEIGHT					NEW RATE		SI	AVINGS
Up to 99 lbs.					\$1.00 per lb.			21%
100-219 lbs.					.69 per lb.			28%
220-549 lbs.					.50 per lb.			48%
550-1099 lbs.					.41 per lb.			57%
1100-2199 lbs					.36 per lb.			57%
2200-16,499 lt	os				.33 per lb.			
16,500 lbs. and	10	V	er	* *				

To illustrate what these general rates mean, the 225-pound shipment that used to cost you \$216 now costs only \$112.50. You save almost half! On a 2250-pound shipment, you save \$1125. There are similar low rates between all other U.S./European points. Specific commodity rates still apply to some items. Among them: leather goods, yarns & fibers, clothing & footwear, appliances, business machines, drugs, pharmaceuticals and photographic equipment.

And you still get all the profit-building benefits of The Pan Am World-Wide Marketing Service—at no extra cost!

Pan Am World-Wide Marketing Service builds even greater opportunity abroad

Whatever problem you face in doing business overseas, Pan Am can help with the most complete marketing service ever developed:



volume discount cargo rates—world-wide!

World-Wide information. Current, valuable, authoritative market information on 114 world trade centers in 80 foreign lands.

World-Wide transportation. More cargo flights direct to more of the world's major markets by Pan $\rm Am-the$ world's largest overseas air cargo fleet.

World-Wide representation. More American and Englishspeaking personnel to represent you and your product on the spot at shipping points abroad.

Call your cargo agent, freight forwarder or Pan Am.

PAN AM CARRIES MORE CARGO TO MORE PLACES THAN ANY OTHER AIRLINE

Trade Mark, Reg. U.S. Pat. Off.



Egypt's economy was not to be drastically upset, and famine was not going to become a fact as well as a threat, more efficacious measures were going to have to be taken.

Fortunately, a remedy had already been introduced into Egypt at the International Agricultural Exposition held in Cairo in the spring of this year. Union Carbide had sponsored an exhibit in which Sevin was prominently featured, and no less than 10,000 farmers had registered their interest in it. Not only had it been used to good effect in cotton-growing regions of America during the previous two years, but it had more than one feature which. in the Egyptian estimation, appeared to render it the most superior pesticide obtainable. Its major virtue lay in the fact that because it is a new thing, a carbamate, no tolerance to it is as yet possible. Also its potency lasts for 17 days, so that respraying does not have to take place under that considerable period. Additionally-and this is important in Egypt, where insecticides are usually applied by hand-operated sprayers, and where protective clothing is seldom worn-it is relatively low in toxicity to humans and animals. Sevin is packed as a powder, but for spraying it is mixed with water and applied as a liquid.

Once the decision to use Sevin was taken, things began to move fast and at a high level. The Egyptian Government contacted Union Carbide Corporation on the afternoon of Friday, August 4, with a preliminary order of one million pounds of Sevin which was to be fully delivered in Cairo by August 14. Union Carbide rose to the occasion superbly. Within 24 hours, material began moving toward the airlift shipping point at New York International Airport, and KLM Royal Dutch Airlines' cargo area had been designated as the focal point for loading.

Wheels-within-wheels were grinding everywhere. For instance, Robert V. Connelly and J. F. Miller, both managing directors of the Air Cargo Division of Frederic Henjes Jr., Inc., air freight forwarders, were at a barbecue at the latter's house on Staten Island when, at 4 p.m. Saturday, August 5, a telephone call came through asking them to attend a meeting at the Union Carbide office on Park Avenue that

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ADVERTISEMENTS
See Page 46

night at seven. They didn't know it then, but they'd already had the last good night's rest they were going to have for a couple of weeks. Connelly and Miller worked the greater part of Saturday night, and then established their headquarters in a hotel at Idlewild, where they remained for 13 days without once going home, averaging no more than four hours' sleep a night.

Union Carbide's own men had, of course, already got busy on the job. The biggest initial headache had been to marshal transport personnel on a Friday afternoon. The insecticide had to be trucked from the Union Carbide Chemicals Company plant at Institute, West Virginia, to grinding facilities at Hagerstown, Maryland and Moorestown, New Jersey. At the grinding fa-



cilities the finished product, a powder, had to be packed into fiber drums for air shipment, then rushed to Idlewild. William Hoskins, traffic manager, Ray Hardy, assistant traffic manager, and Vince Ferrari, supervisor of air freight, all of Union Carbide International Company, teamed up on Saturday night with the Henjes men at Idlewild in a mutual frantic besieging of the commercial airlines for planes. Cables were sent all over Europe in the search for available cargo aircraft.

It had been President Nasser's original demand that in each European city where planes came in with their loads of Sevin for transfer to Cairobound aircraft, a representative from the Egyptian Embassy or Consulate should be on hand to ensure that no more than one hour—not even 15 minutes more—should be spent in loading. The airlift was regarded as of that much urgency. The idea had to be dropped, however, owing to the fact that planes were coming in at all hours of the night.

The commercial airlines concerned in the mammoth airlift are: Air France, Air India, Alitalia, Irish International Airlines, KLM Royal Dutch Airlines, Lufthansa German Airlines, Pakistan International Airlines, Pan American World Airways, Sabena Belgian World Airlines, Scandinavian Airlines System, Seaboard World Airlines, Swissair, and Trans World Airlines. Various nonscheduled airlines have also participated. On Saturday and Sunday, August 12 and 13, Military Air Transport Service freighters flew 120

tons of the insecticide direct from Andrews Air Force Base, Maryland, nonstop to the Egyptian capital, the loading and take-off being coordinated by a Union Carbide representative. Of the initial contract's million pounds of Sevin, KLM carried nearly 60%. SAS and Swissair were the next largest carriers. The second stage of the airlift, involving a second million pounds, started on the 14th. This was to have been completed in about 10 days, following which another three million pound order was to be flown in.

Every type of plane available has been pressed into service: DC-8s, 707s, DC-6As, DC-7Fs, Constellations. Passenger jets have taken off with drums of Sevin loaded in every available inch of space, roped across the seats, even standing in the toilets. Many flights have been direct, some of these non-stop. In the August 6-10 period, 1,888,300 pounds were moved. The biggest single lift was 201,000 pounds between 3 p.m. on August 17 through 9 a.m. on the 18th.

Under normal conditions this commodity would have been hauled at 92¢ per pound. But Nasser made application to the United States Government for a rate of 47¢ per pound on the basis of a "calamitous visitation." The Civil Aeronautics Board approved the rate. The various foreign carriers participating in the lift cleared this with their respective governments.

On August 21, Robert Connelly told the writer:

"The airlines have been magnificent. In fact, we have received the most magnificent cooperation everywhere. Even the switchboard operators in our hotel at Idlewild stood up cheerfully to our round-the-clock telephone calls which jammed up their boards and kept them busy all through the small hours."

He was filled with admiration for the ground-handling at Idlewild. "Trailers have been backed right up to planes. I've seen 60,000 pounds of pesticide become airborne six hours after arrival at the airport. This morning at 1:30, 30,000 pounds came in and 15,000 pounds were airborne by 2:30. I've never seen anything like it!"

Union Carbide representatives have been stationed in Amsterdam and Cairo, and have kept in constant touch with all gateways.

And what has been happening in Egypt?

Much of the crop has been saved by Sevin. It has been applied by handspray, by truck and by plane. Its success is spoken for by the fact that the airlift will be continued at the rate of 50,000 pounds a day, possibly through October.



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FETTERED GIANT

(Continued from Page 13)

regularity. This is a competitive factor which the airlines must consider. In January, 1959, I had to take some *Time* traffic off air and put it back on rail. I did not like to do this, but costs forced me to take this action."

In an area where distances between countries are not great, air freight rates for this commodity (which are about 20% higher than for rail) are not inconsiderable, it was stressed. Lestourneaud listed several typical destinations—four in Scandinavia, three in West Germany—where the Colis Express (rail) rate was cheaper by from 0.15 NF (3¢) to 0.61 NF (11½¢).

"Naturally we are not shipping Time by rail to Scandinavia, but we are thinking to use this 'luxury' rail fare for our Life International shipments to this area." This involves a transit time of approximately three to five days from Paris. It is clear that this extra effort from IATA, if obtained, would completely change our plans, the result being that Life International alone would increase the air freight volume from Paris to Scandinavia by more than 100 tons per year.

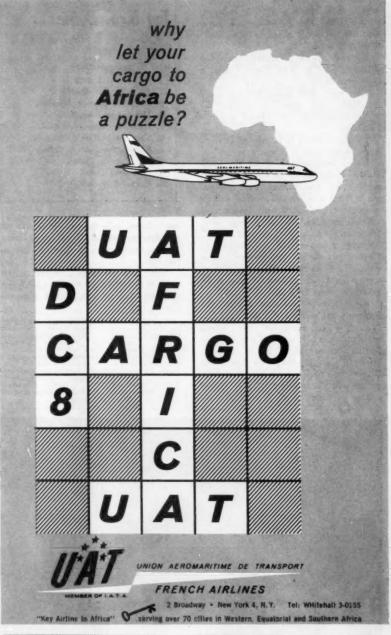
"Estimating an average cost per kilo of approximately 30¢, the air carriers would find at the end of the year \$30,000 for *Life International* alone."

Subsequent to this interview with Lestourneaud, Lufthansa German Airlines obtained from IATA special rates

*This interview took place before Life International started printing in Paris.



Copies of U. S. News & World Reports, airfreighted in bulk from Dayton, Ohio, to Amsterdam, are inserted in individual envelopes at KLM's special newspaper and periodicals handling facility at Schiphol. These are forwarded by both air and surface mail.



which brought the Paris-Frankfurt rate down to 0.57 NF (12¢) per kilogram, and Paris-Hamburg to 0.85 (18¢) per kilogram, based on a minimum weight of 250 kilograms (550 pounds). This was a true breakthrough between these points for magazines, but not for newspapers which were frozen out by the language of the IATA action. On the Paris-Frankfurt and -Hamburg runs, the new rates are 55% below former air charges. For Frankfurt it is 30% under the rail rate; for Hamburg, 28.5% lower.

There were reductions in rates from the French capital to several additional points: Darmstadt, now 30% under rail; Munich, 10% under rail; and Vienna, 13% under rail.

It is reported that Scandinavian Airlines System proposed a special corate for five destinations in Scandinavia, including Finland. This was calculated to pull magazine tonnage off the rails, but the proposal met its death upon the objections of one or more competing airlines.

The never-ending Battle of the Rate has brought a change in part of the distribution pattern of *Time's* Atlantic Edition and *Life International* in the United Kingdom. It has forsaken the

scheduled air carriers for a charter arrangement with a British independent airline. The cross-Channel operation started with a single planeload; it is two now.

I found Zoltan J. Havas, European manager of *The New York Times*, a trenchant critic.

"We need firm space reservations," he said. "We need regularity. We need frequency. We need priority handling.

"A paper when it is printed is fine; a few hours later it is waste paper."

Havas complained about the difficulties encountered in securing reservations for consignments of newspapers. This was especially true during peak travel periods, he said. He asserted that on occasion "we have to wait four, six, even 10 hours for the next plane."

Havas proposed the introduction of "newspaper hops" in Europe, these roughly comparable to the practice of the railroads which drop off papers on schedule along their routes.

He expressed amazement that the international airlines did not have the "foresight to recognize the future which is so plain, and the big volumes in this kind of traffic." As an example, he cited the fact that The New York Times' International Edition had been printed in Amsterdam where 20,000 copies were run off on lightweight pa-

Top U. S. Dailies

A recent poll of publishers voted the following newspapers as the best in the United States.* They are listed in the order of their selection:

- 1. New York Times.
- 2. St. Louis Post-Dispatch.
- 3. Christian Science Monitor.
- 4. Milwaukee Journal.
- 5. Louisville Courier-Journal.
- 6. New York Herald Tribune.
 7. Washington Post & Times-Herald.
- 8. Los Angeles Times.
- 9. Chicago Tribune.
- 10. Kansas City Star.

per. Now it is printed in Paris on standard-weight newsprint, with some 50,000 copies a day shipped out of the city.

When the newspaper, which universally is recognized as the best in America and at least one of the finest in

⁸A poll of journalism teachers conducted by The Saturday Review listed America's best newspapers of national scope in this order: New York Times; Christian Science Monitor; Wall Street Journal; St. Lowis Post-Dispatch; Milwaukes Journal; Washington Post a Times-Herald; New Gashington Post a Times-Herald; New Journal; Chicago Tribune; Chicago Dally News; Baltimore Sun, Atlanta Constitution; Minneapolis Tribune; Kansas City Star; Los Angeles Times.

the world, inaugurated last October a new system of transatlantic electronic transmission and automatic typesetting, it effected a number of significant changes: (a) it was enabled to publish simultaneously the same news reports on both sides of the Atlantic; (b) it eliminated the necessity of daily flights of mats to Europe; and (c) it erased the 24- to 28-hour lag in content behind the corresponding issue in New York.

This unprecedented action in making news more timely for readers thousands of miles distant carries an implicit message. It is that the speed of distribution must match the speed of newspaper production—and this, logic dictates, means air distribution, or should so

Paul Gendelman, who at the time of our meeting was circulation director of the Paris-printed European Edition of The New York Herald Tribune, served also as president of the International Circulation Managers Commission. We conferred in his office on the Rue de Berri. A sudden schedule problem abbreviated our discussion.

Like Havas, he criticized the air carriers for their tendency to offload shipments in order to accommodate an extra passenger fare or two. He indicated that air schedules were better than they had been, "but there still is



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PAGE 30—AIR TRANSPORTATION—Air Commerce

room for plenty of improvement." He called the London schedules, which have flights between midnight and 3 a.m., "ideal." Newsmagazine traffic men agree they are fine for newspapers, but not for their product.

Gendelman asserted that it is possible to obtain "bargains" from some of the smaller airlines-he did not identify these carriers—but was fearful of relying on them. One airline, he said, has transported newspapers from Paris to South America at 75% off the 50% class rate to that part of

I met with William O. Sweeney and Charles Bassanger, respectively circulation manager and subscription manager of Newsweek's European Edition. Each has a separate set of problems peculiar to his job function, but they were aroused as one when the subject of scheduled flights cropped up. Both cited incident after incident wherein they were reduced to virtual pleading in order to get a consignment of magazines aboard a flight. Offloadings are not uncommon, they insisted. Sweeney said he did not wish to de-emphasize the necessity of lower rates, but so far as he was concerned schedules comprised the more pressing problem of the moment.

In London I conferred with Alan G. Root, business manager of Newsweek's European Edition.

Top Foreign Dailies

In another poll of United States publishers, the following newspapers published in other countries were voted the best. In the order of their selection

they are:
1. The Guardian, Manchester, England.

2. The Times, London, England. 3. La Prensa, Buenos Aires, Argentina.

4. Toronto Daily S.ar, Totonto, Canada. 5. Daily Telegraph, London, Eng-

Le Monde, Paris, France.

Mainichi, Tokio, Japan.

Rathern, 10klo, Japan.

7. The Observer, London, England.

8. France-Soir, Paris France.

9. Asahi, Tokio, Japan.

10. The Montreal Star, Montreal,

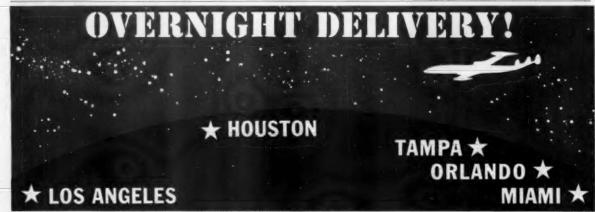
Stressing the all-important element of time in the production of a news periodical, Root stated that the presses which print the edition turn out 10,000 copies per hour.

Every 15 minutes we lose means a lot to us," he said. Root added that at London Airport the closing time for a manifest is 90 minutes before departure. "That is too long for something as perishable as a newsmaga-

Root introduced another sidelight which tends to harden publishers' viewpoints on distribution costs, more particularly with respect to carriage by air. Generally, a magazine will provide newsstands with more copies than the anticipated copy sales-"a calculated risk," as he puts it. The extra copies represent their bid for additional sales with the hope that the occasional reader will become a weekly devotee. High distribution costs, coupled with returns (which several representative periodicals have estimated as running from 15% to 30%), make this a rather chancey and expensive area of sales promotion.

Last year, 40% of the nearly one million copies per issue sold abroad by the United States newsmagazines with international editions, were singlecopy sales-presumably at newsstands and by newshawkers. A simple bit of arithmetic can show what a "calculated risk" in shipping extra copies means in terms of costs.

In Amsterdam it was much the same story. A. Van Gelderen, Holland's largest importer of foreign journals and exporter of Dutch newspaper and periodicals, was in vehement accord with the views of the newspaper and newsmagazine men I interviewed. He cited the case of a United States magazine publisher who had found it so costly to procure and fill foreign subscriptions by air that he raised the rate for airborne copies to a level which would discourage further interest.



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Edward Wiehle, of *U. S. News & World Report*, to whom I was introduced at Schiphol Airport only 15 minutes before he boarded a plane for London, informed me that the high cost of obtaining a single foreign subscription and the cost of delivering it to the subscriber by air absorbs 100% of the newsmagazine's subscription price.

Unlike Time's Atlantic Edition which is printed in France, and Newsweek's European Edition which is printed in England, U. S. News & World Report is run off at home—in Dayton, Ohio. The operation is a model of finely meshed timing, geared to putting the weekly into the hands of overseas readers at about the same time it becomes available at newsstands in the United States. It works this way:

Every Thursday KLM at Schiphol receives from Dayton a packet of mailing labels bearing the stenciled names and addresses of subscribers throughout the Eastern Hemisphere, as well as rubber-stamped indications of whether the magazines are to be forwarded by air mail or surface mail. Two days later, it obtains by telex from KLM's Cincinnati office a precise count of the copies to depart from the United States that day, the weight per copy, and the flight number. The magazines—each bears the superimposed designation, Complete U. S. Edition— Air Speeded-arrive Sunday and Monday mornings. The periodicals received early Sunday are slated for long-haul destinations; those arriving the following morning, for short-haul.

On the day the airline was advised of the number of copies being airfreighted over the North Atlantic, and the weight of each, a team of employees had affixed the labels to envelopes and stamped them. Ten minutes after the arrival and unloading of the first plane on Sunday, the process of inserting the magazines in the envelopes starts. This takes about two hours, the size of the work crew varying with the number of envelopes to be stuffed. The magazines pegged for the earliest flights are processed first, these being immediately carried to the adjacent postal facility for transfer to aircraft. The routine is repeated on Monday.*

A. J. H. van der Poort, KLM's freight sales manager for Amsterdam, who guided me through the operation, had addressed a session of the International Circulation Managers Commissions several months earlier.

"We in the airline business fully

OU. S. News & World Report's Latin American operation is slightly different. Pan American World Airways sends Panama postage stamps to Ohio where the magazines are immediately addressed and stamped, packaged in bulk, and airfreighted to Pan Am at Panama. There Pan Am turns over the consignment to postal authorities for air mail delivery to Latin American subscribers.



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realize that your article is more perishable than, for instance, strawberries," he told the circulation executives. "We can put perishable fruit which arrived too late for the market in a coolbox until the next day, but if newspapers and weeklies are delayed, they are completely worthless. The most important thing an airline can sell to you is speed."

A German, commenting on this nonarguable assertion, said wryly that the availability of speed and the inability to use it in its totality, is like the man who has ready access to his friend's racing car but who can purchase only enough petrol to drive it around the block.

The airlines recognize the desirability of this kind of traffic through low, but not the lowest, rates in the industry. Can they afford to go below the present depressed levels? Some airline men will say yes; other, no; still others, maybe. The truth is that nobody knows. (Actually this strange condition of economics is not peculiar to this commodity alone.)

On the other hand, if IATA somehow comes to terms with the publishers in the form of mutually satisfactory rates, will the latter pocket the savings? Or will they put it to work?

In an effort to cast some light on this part of the subject, Air Transportation made a spotcheck of traffic and circulation executives of representative newspapers and magazines distributed from different parts of the world. By mutual agreement, their identities are not disclosed in print, although the complete records of their statements are on file at Air Transportation. Following is the substance of information provided by 14 respondents:

1. Weekly magazine, with International Editions printed in the United States, France, Japan, Australia.

(a) Foreign circulation: all countries in Western Europe and Middle East, 185,000; all countries in Africa, 25,000; all countries in Latin America-Caribbean, 85,000; 23 countries and U. S. possessions in Asia-Pacific, 80,000; 17 countries and U. S. possessions in Australia. New Zealand, Oceania, South Pacific, 75,000.

(b) Subscriptions comprise 40% of the countries and U. S. possessions in Australia.

(b) Subscriptions comprise 40% of the Latin American-Caribbean circulation; 30% of Western European, Middle Eastern, African; 45% of Australian, New Zealand, Oceania, South Pacific.

(c) Issues destined to readers in Latin America-Caribbean and Asia-Pacific average four ounces in weight; issues to all other areas, six ounces.

(d) Of the edition printed in France, 75% of each issue is airfreighted, 2% airmailed; of that printed in Japan and Australia, 85% airfreighted; of that printed in the United States, 100% airfreighted.

(e) At present air freight rates, and allowing for a natural rate of growth, the

(e) At present air freight rates, and allowing for a natural rate of growth, the volume by 1965 should be 2.86 million pounds per year in Western Europe, Middle East, and Africa; 900,000 pounds per year in Asia-Pacific; 1.25 million pounds per year in Australia, New Zealand, Oceania, South Pacific; one million pounds



CityState.....



Another of the American newspapers whose opinions have wide interest abroad.

per year in Latin America-Caribbean.

(f) If there were a substantial decrease in the present rate (say, 25%), all International Editions would increase distribution by air in all the areas now served. All would reduce the purchase price to promote sales, invest in local promotions, and, with one exception, invest in heavier or better-quality paper.

2. Fortnightly magazine, with Interna-

2. Fortnightly magazine, with International Editions printed in the United States

and France.

(a) Foreign circulations: North America, 5,800; all countries of Latin America-Caribbean, 431,000; all countries of Western Europe and the Middle East, 230,000; all countries of Africa, 28,000; all countries of Asia-Pacific, 165,200.

(b) Forty-five percent of the edition printed in France and 34% of the edition printed in the United States are distributed

to subscribers.

(c) Average weight of the edition printed in France is 10 ounces; that of the one printed in the United States, eight to 10 ounces.

(d) Ten percent of the edition printed in France is airfreighted; the balance is shipped by surface means. All of the United States-printed product moves by

(e) By 1965, volume of the Frenchprinted edition is expected to total 800,000 pounds if air freight rates remain at their present level. This is still 10% of the circulation. The other International Edition would remain tied to surface transportation.

(f) A 25% drop in the rates would divert

some of the present surfaceborne Frenchprinted edition to air in Western Europe and the Middle East. A reduction in the purchase price may result. There are indications of interest in increased local promotion.

(g) The International Edition printed in the United States has never been attracted to air freight because rates are out of reach. It is interested in using air if the rate is economic. It is stated: "We believe a special rate structure or classification. e.g. deferred, should be adopted for magazines that could be shipped over a period of, say, five days. This gives the carrier the option to use such cargo as 'fill cargo' or carry it on a 'space available' basis providing an entire consignment arrive at its destination within five, or even seven, days after carrier received it at the port of embarkation."

3. Weekly magazine, with International Editions printed in the United States, Eng-

land, Japan.

(a) Foreign circulation: Western Europe and Middle East, 58,500 copies in 31 countries; Africa, 7,500 in 42 countries; Asia-Pacific, 43,000 in 23 countries; Latin America-Caribbean, 12,000 in 20 countries.

America-Caribbean, 12,000 in 20 countries, (b) Forty-nine percent of the circulation western Europe, Middle East, and Africa is by subscription; Asia-Pacific, 42.5%; Latin America-Caribbean, 25%.

42.5%; Latin America-Cariobean,
(c) With the exception of the magazine's edition for the latter area, which weighs an average of eight ounces per copy, other International Editions average half that per copy.

per copy.
(d) Of the copies printed in England,

61.4% are airfreighted, 24.2% airmailed, and the balance shipped by surface carriers. Seventy-five percent of the copies distributed throughout Latin America and the Caribbean area are airfreighted, and 25% move by combination air freight-surface mail.

(e) At present air freight rates, the anticipated annual volume by 1965 is 1.3 million pounds for Western Europe, Middle East, and Africa; 700,000 pounds for Asia-Pacific; and 468,000 pounds for Latin America-Caribbean.

(f) If present international air freight rates were reduced 25%, this magazine would utilize the savings by reducing the purchase price per copy and intensifying sales efforts in all areas.

4. Weekly magazine printed in the

United States.

(a) Total of 14,600 copies distributed to two North American countries (other than the United States); 2,224 to 25 countries in Latin America-Caribbean; 5,587 to 40 countries of Western Europe and Middle East; 456 to 12 African countries; and 2,196 to 33 countries in Asia-Pacific.

(b) Ninety percent of the international

circulation is by subscription.

(c) Average weight per copy is eight ounces.

(d) Twenty percent of the foreign circulation is airfreighted, 15% moves by combination air freight-surface mail, 5% by combination air freight-air mail, "very few" by through air mail, and the balance by surface.

(e) At present air freight rates, 260,000 pounds a year are anticipated by 1965.

(f) A 25% reduction in air freight rates would be applied to a reduction in the purchase price to promote sales, and to an increase in partial distribution by air, with emphasis on Latin America, the Caribbean area, and the Eastern Hemisphere. Furthermore, it would seek to increase the volume of air freight traffic.

5. Daily newspaper, printed in France.

(a) Total of 67,847 copies distributed to 35 Western European and Middle Eastern countries; 1.857 to 23 African countries; 296 to 11 Asian-Pacific countries.

(b) Seventeen percent of this international subscription is by subscription.
 (c) Average weight per copy is 70

(d) Forty percent of the international circulation is airfreighted; 10% airmailed; 7% by combination air freight-air mail; 43% by combination air freight-surface mail.

grams.

(e) At present rates, 4,000 pounds of air freight per day by 1965 are estimated.
(f) A 25% air freight rate reduction will assist the publisher in reducing the purchase price per copy and investing in promotions in the general areas now served.

6. Weekly magazine, printed in France.
(a) Total of 221,558 copies distributed in Western Europe and Middle East; 51,222 to North America; 44,574 to Africa; 17,774 to Latin America-Caribbean; 7,138 to Asia-Pacific; 2,189 to other areas.



Odds are that newspapers or periodicals were aboard London-Paris plane for which this freight was being readied in early 1920s. Publishers quickly recognized plane's utility.

(b) Subscriptions comprise 14.4% of the international sales.

(c) Average weight per copy is 370

(d) Does not use air freight because

rates are too high.
(e) A 25% reduction from the present rates would be no inducement to use this form of distribution.

7. Daily newspaper, printed in Hong

Kong. International distribution: 7,555 copies to six countries in Asia-Pacific (mostly Formosa); 2,165 to four countries copies in South Pacific and other areas; 1,389 to seven countries in Western Europe and Middle East; 261 to one country in North America; 50 copies to one country in Africa; 30 copies to three countries in Latin America-Caribbean.

(b) Ninety-six percent of the foreign

sales are by subscription.

(c) Weight per copy ranges from two

to three ounces.

Sixty-seven percent of the foreign distribution is via air freight; 0.9% by air mail; 32.1% by surface mail.

(e) At present rates, a daily volume of 2,750 pounds is seen by 1965.

(f) A 25% rate reduction would allow

the company to invest in heavier or betterquality paper and local promotion. It would seek to add to its present air distribution, primarily in Asia and the Pacific area.

8. Monthly magazine, printed in West

Germany.

(a) Ships 19,000 copies to Western European and Middle East destinations; 3,600 to North America; 2,100 to Latin America-Caribbean; 1,100 to Asia-Pacific; 1,000 to Africa; 700 to other areas.

(b) Thirteen percent of the international circulation is by subscription.

(c) Average weight of the air edition is 140 grams; surface edition, 250 grams.
(d) Twelve percent of the international circulation is airfreighted; 2% airmailed; 86% surfaceborne.

(e) At present rates, this magazine expects the foreign air volume to reach 1,600

pounds per issue by 1965.

(f) If these rates dropped substantially, there would be greater reliance on air distribution. Africa, Asia-Pacific, and Latin America-Caribbean areas are singled out for exploitation. Savings would contribute towards the use of heavier paper in the air edition.



9. Daily newspaper, printed in France.
(a) International Edition ships 36,500 copies to 23 countries in Europe and Middle East; 1,500 to 11 countries in Africa; 1,500 to 15 countries in Asia-Pacific; 400 to North America; 2,000 to other areas.

(b) Thirty percent of the international circulation is by subscription.

(c) Average weight per copy is 70

grams. (d) Half of the international circulation is via air freight; 20% via air mail; 30%

via combination air-freight-surface mail.

(e) By 1965, assuming present air freight rates remain unchanged, a daily volume of 6,000 pounds per day is esti-

mated. (f) A 25% rate reduction may prompt the paper to convert to 100% air distribution, reduce its purchase price, and invest in local sales promotion.



10. Monthly magazine, with International Edition printed in France.

(a) Fifty-four thousand of 56,000 copies of its International Edition are shipped to the United States and Canada, with the balance of 2,000 copies distributed to all other parts of the world.

(b) Ninety-eight percent of the sales are

by subscription.

(c) Average weight per copy is one pound.

(d) Only a tiny fraction of the International Edition (0.2%) moves by air freight, all the rest being transported by

surface carriers.

(e) A substantial drop in the air freight rate would interest the publisher in converting to at least partial distribution by air, with North America as the focal point of attention. A 25% reduction would not be enough to convert him entirely to air freight.

(f) Apart from rates, he is critical of

the air freight service.

11. Monthly magazine, printed in the United States.

(a) 75,187 copies shipped to Canada; 9,692 to 42 countries in Asia-Pacific; 7,723 to 35 countries in Western Europe and Middle East; 6,420 copies to 21 countries in Latin America-Caribbean; 3,533 to 18 countries in Africa; 571 to other areas.
(b) Subscriptions form 83.09% of the

total international sales.

(c) Not shipping by air because of high rates; also because time factor is not important to this type of publication. (d) A 25% rate reduction would not

induce it to consider air. 12. Monthly magazine, printed in Japan. (a) 2,082 copies shipped to Western Europe and the Middle East; 1,764 to North America; 971 to Asia-Pacific. Distribution is in a total of 40 countries.

(b) Seventy percent of the international circulation is by subscription.

(c) Average weight per issue is 110 grams.

(d) At present a small part of the international circulation is airmailed, with the great bulk moving by surface.

(e) A 25% reduction in the air freight rate would stimulate greater interest in the use of air.

13. Five monthly magazines, printed in Argentina.

(a) 42,000 copies of Magazine No. 1 are shipped to 12 foreign countries in are shipped to 12 loreign countries in Latin America and the Caribbean; 20,200 copies of Magazine No. 2, 24,200 copies of Magazine No. 3, and 14,800 copies of Magazine No. 4 to nine foreign countries; 7,900 copies of Magazine No. 5 to five foreign countries.

(b) Average weight of Magazine No. 1 (b) Average weight of Magazine No. 1
is 180 grams; Magazine No. 2, 350 grams;
Magazine No. 3, 120 grams; Magazine No.
4, 140 grams; Magazine No. 5, 80 grams.
(c) Air is not used because of rates.
(d) A 25% reduction would stir interest in air freight, "perhaps for some countries."

14. Two weekly magazines, printed in Argentina.

(a) 7,000 copies of Magazine No. 1 to five foreign countries in Latin America-Caribbean; 5,000 copies of Magazine No. 2 to seven foreign countries.

(b) Average weights per copy are: Magazine No. 1, 35 grams; Magazine No. 2, 85 grams.

(c) High rates have discouraged use of

air freight.

(d) Would consider the use of air on a limited basis if rates were reduced 25%.



Clearly there is air freight potential -plenty of it. Out of this sampling of 14 respondents, 10 indicated that a 25% reduction from the present rates will stimulate greater utilization of the international air cargo services. Six stated that they would apply the savings in the cost of air distribution to lowering the selling price of the product. Eight respondents would intensify local promotions, while three thought in terms of switching to heavier paper which obviously would add to the weight of each issue. I would add that other statements, both written and oral, followed the same general pattern shown in the spotcheck.

It is the strong contention of Raymond J. Graulich, traffic manager of Time-Life International, headquartered in New York, that the new low rates across the North Atlantic, as well as those which more than a year ago went into effect over the North and Central Pacific should be used as "a spring-board to take action on the rates between foreign points." He has long been of the opinion that there is where a reappraisal of the rate structures is urgently required; where channels to deeper penetration of overseas lands can be opened or expanded.

About a year-and-a-half ago, Graulich related in Air Transportation his experience with a major airline. Several years earlier he had attempted to convince it that some specific commodity rates, lower even than the class rate on newspapers and magazines, would increase revenues on the Tokyo-Hong Kong and Tokyo-Manila runs. A 7¢ per pound reduction to Hong Kong was requested. It was turned down.

Graulich asserted that had this reduction been granted, the airline's Tokyo-Hong Kong revenue would be higher by 50%.

He further stated that an application for a 20% drop in the rate to the Philippine capital was rejected. However, another air carrier agreed to reduce it 25%, but insisted that the minimum weight be increased to a point considerably above that shipped by *Time*.

". . . We switched from lightweight paper to better quality, more expensive and heavier paper, thereby automatically increasing the tonnage," Graulich said. "The better quality paper helped to boost our sale in the Philippines, and today tonnage on that run is up 100% and revenue to the carrier is up 50%."

Graulich is impatient with those European airline officials who, on professed grounds of the high cost of operating over short routes, reject suggestions to establish a class rate on newspapers and periodicals which exists in other IATA Traffic Conferences. He demolishes this argument by pointing a rigid finger at the networks in Central America and the Caribbean which are saturated with short-haul runs. And when one European cargo executive unblinkingly informed him that a reduction in the rate was impossible because his airline was losing money flying this commodity at current rates, Graulich says he scrambled around for an Oscar to present to the former for his outstanding histrionic

"It is doubtful that any carrier hauls planeloads of a commodity every week, or every day, and loses money doing so."

Another extremely active international publishing figure is Harry C. Thompson, executive director of Newsweek International, and chairman of the International Committee of the Magazine Publishers Association.

"Air distribution costs form the largest single operational cost, apart from manufacturing," he said. "The manufacturing cost is spare and irreducible. Distributing internationally by air is a backbreaker, and is the one cost that can be reduced and which will allow us to expand further and ship by air."

Thompson struck another telling point: the internationally distributed newspapers and magazines comprise virtually the only commodity transported by the air carriers which contains inherent inducements for the sale of products abroad, and which, in some measure, find their way into the cargo holds of aircraft.

Little concentration is required on this point to recognize its validity. Advertising-laden media are, in a real sense, piggyback cargo of another sort. Each copy of a daily, weekly, fortnightly, and monthly carries within its few ounces of weight the potential dividend of tons of air cargo. If the airlines themselves were not convinced of the efficacy of these publications, they would hardly shower charity by spending hundreds of thousands of dollars advertising in them. The international edition of one weekly magazine, for example, lists three United States, seven European, five Asian, one African, one Australian, and one Canadian airline as advertisers.

Laurence C. B. Laurie, advertising manager of Newsweek International,



some time ago defined international corporate advertising as follows:

"To create a favorable world-wide identity for the advertiser by emphasis on facilities, experience, growth, industry standing, age, diversity, scope of service; to bridge the gap between distributors, licensees and/or subsidiaries; to serve as a calling card, a report to consumers, governments, the financial community and potential investors; to make for good employee relations; to create favorable public attention toward a company and its products or services by making known facts that are in the public interest..."

It is recommended that the powersthat-be at IATA study this in the context of recognition of newspapers and periodicals as unique cargo, in which the airlines themselves have a solid stake. This is cargo which generates not only additional cargo, but passenger traffic as well.

Last year, Time-Life International's air freight expenditures topped \$1.2 million (and there is every expectation that the figure will rise to \$1.5 million by the end of 1961). It is noteworthy that in connection with the editorial and business functions of the international editions of these two periodicals, another quarter-million dollars were spent in 1960 for the purchase of airline passenger transportation.

"Where the press is free, and every man able to read, all is safe," Thomas Jefferson once declared.

Last month, the United Nations Educational, Scientific and Cultural Organization issued a report which should strike terror in the hearts of all leaders of the Western World. Nearly seven out of every 10 persons on earth are



without knowledge of what is going on at home or abroad. In more than 100 countries of Asia. Africa, and Latin America-first-line targets of Communist activity-fewer than 10 copies of daily newspapers, fewer than five radio receivers, and fewer than two television receivers or movie seats are available for every 100 persons. Unfortunately, the UNESCO report does not go on to record how many of these sore spots are served by a single instrument of information, thus, from the Western point of view, possibly leaving the readers and/or listeners exposed to unrefuted anti-democratic propaganda.

An example of this is hot off today's presses. The West German Government had been confident that the Communists' closing of East-West Berlin traffic had been so clearly defined abroad that there could be no question about who was right and who was wrong. There was widespread certainty that the Reds had suffered a moral defeat in the eyes of the world-particularly in the nonaligned nations who comprise one-quarter of the United Nations. But now the West German Foreign Ministry has had to concede that opinion in those critical nations has not been molded in conformity with the true facts of the worrisome situation. In short, there has not been a free flow of information from the West, and the Soviet has suffered no moral defeat.

It is well-known that the Soviet drive to win the minds of Asians, Africans, and Latin Americans has far out-

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stripped that of the United States and the rest of the Western World. Discussing the Russian propaganda effort before a Senate subcommittee some months ago, Harry C. Thompson said:

"All they need do is send their magazines—some of them well-produced—to their local embassies who give them to local magazine sellers at no cost. These Soviet-bloc magazines, when sold by the local magazine retailer, earn the retailer 100% profit. In all this, the Soviet publisher has no worry about distribution costs, currency problems, customs clearances, censorship. . . ."

Conversely, to use Thompson's own newsweekly as an example, a copy sold to an Indonesian reader costs the latter the equivalent of 26¢. After commission is paid to the distributor, the magazine nets 11¢. And it costs just about this amount to distribute the single copy in that area. There are available numerous examples which underscore the lopsided economics in the air distribution of the news and views of the Free World to that part which is uncommitted or striving desperately to hold on to its freedoms.

It is true that international magazines like Time, Life, Newsweek, Reader's Digest, Popular Mechanics, Vision earn part of their revenues from advertisers interested in their foreign readership. But, as Thompson has pointed out, there are many excellent consumer magazines (Harper's, Atlantic, Look, Saturday Evening Post, etc.) and trade periodicals which "cannot recoup any monies from the adverting side because, basically, they are United States magazines, and the do-

mestic United States advertiser, by and large, has very little interest in this circulation." Therefore, he added, "the cover price of most magazines must cover their costs of manufacturing, distribution and commission to the distributor in order to circulate in those countries."

The Informational Media Guarantee program of the United States Information Agency has assisted in reducing the cover prices of these magazines in certain countries, but they are still admittedly high for the average reader.

According to a Magazine Publishers Association study of United States magazine circulation in foreign countries in 1960, there were six magazines of general interest printing 40 different editions for foreign consumption, with a total circulation of 10,722,723 copies per issue. Of this total, Reader's Digest accounted for 9,296,870 copies.

The four newsmagazines with a total of 14 international editions had a circulation of 995,317 copies per issue, of which nearly two-thirds were represented by *Time*.

There were 59 export business magazines with international editions. These sent 826,186 copies abroad every publication date.

Ninety-two representative general magazines sent their regular domestic issues abroad to the tune of 1,502,760 copies per issue. The Big Three of this group comprised National Geographic, Saturday Evening Post, and Ladies' Home Journal, in the order of foreign circulation size.

The 612 representative business,

SEPTEMBER 1961—PAGE 37



Air freight plays a key role in the East-West war of ideas.

technical, and trade magazines shipped 689,228 copies per issue to foreign readers.

One hundred and twelve scholarly periodicals sent 68,641 copies per issue abroad.

At this point it should be emphasized that the foregoing has been a rundown of the United States magazine market waiting to be tapped by the international air carriers. It does not take into account the periodicals of other nations. Nor does it touch on the tremendous air potential in the daily newspaper field.

The very fact that there exists disagreement among cargo men on whether the international air carriers can or cannot economically absorb a substantial decrease in the rate in order to attract and/or develop additional volume from this commodity narrows to only one cause: an insufficiency of minutely researched data.

It seems to me that this vast reservoir of actual air cargo traffic and infinitely greater potential is surrounded by a set of aspects which elevates this commodity to unique status and merits special consideration and action. Perhaps a new avenue of approach is required to break the decades-old stalemate.

The international air carriers, especially those with the long-haul routes, are in urgent need of a steady flow of bulk cargo. They do not have it. Moreover, they do not have it at a time when cargo capacity is steadily growing. That there is violent diversity of expert opinion on how to achieve it was never better illustrated than by the recent series of North Atlantic cargo conferences which twice broke up on the note that a rate war was in the offing; and which "succeeded" on the third try only when government pressure and the sober realization that a rate war would be self-destructive, put the screws on the airlines.

The airlines need a basic commodity which will give it that rare combination of volume, density, ease of handling, and day-in-day-out traffic. Above all other commodities now hauled, they can have it from the newspaper and magazine publishing industry. They have it today, but the volume carried appears to be a fraction of what it could be with the employment of vision, trailbreaking, and some astute planning. (One weekly publication is on record as stating that with the right kind of rates, it should be giving the airlines one billion pounds a year by the end of this decade.)

Perhaps the air carriers ought to consider this traffic as "bread-and-butter" traffic. So-called accounts are hardly unknown in other industries. With certain variations (allowing for the type of industry and the special situation) a bread-and-butter account is developed in this manner:

Party 1 offers to handle Party 2's product at only a small percentage above cost (in certain cases, even at cost) on a noncancellable basis, providing all of Party 2's large production is turned over to Party 1. The guarantee of huge volume enables Party 1 to keep his operation going with all costs covered now having a broad base on which to build the rest of his business on a normal basis.

In recommending this new avenue of thinking with respect to air distribution, I am mindful of the probable charge that such a course of action would be discriminatory. Honest reflection on the pros and cons will prove it is not. This commodity is different from all others; and if it is to be recognized as such, it should be through special action on a broad scale. It is apart from all other products transported by the airlines of the world, and should be seriously re-studied for preferred attention, because:

- Its tonnage potential is staggering.
- It must move every day.
- It moves in steady volume.
- ▶ It has good weight, occupies little space, does not require special handling, and cannot harm other cargo.
- It is of low unit value, worthless when outdated.
- It must ship for newsstand distribution more copies than are sold.

▶ It carries the advertising of many products, a portion of which the aurlines may be expected to transport.

▶ It is seeking an economically feasible means of printing on heavier paper (hence, more weight) for foreign editions.

It contains a constant true image of the Western World which must be made available to the uncommitted countries on the widest scale possible, and within the economic means of the average reader abroad.

I am not commending to the air carriers that, if they were to consider the newspapers and magazines as breadand-butter traffic, they do so on an uneconomic basis, or without the promise of rising volumes to levels which will make the arrangement feasible. I do suggest that, all things considered, they determine the true cost of handling and hauling this commodity, and refrain from applying to the result the same vardstick it has used up to the present time. I am persuaded that only a slight margin of profit today will (from the selfish point of view) eventually recompense them in unforeseen volumes, not only from this kind of traffic, but from the products advertised within their pages; and (from a more profound viewpoint) perform an invaluable service in the Cold War.

It is well to bear in mind that the not too distant future will bring even bigger and better planes, able to operate more cheaply than the best aircraft of today. With lower operating costs of these aircraft, the investment in the development of this traffic today will not be quite so extreme tomorrow—and the volume will be there in the hundreds of thousands of tons.

The suggestion is not so revolutionary as it may at first blush appear to be. The airlines for years have provided transportation at drastically reduced rates to large numbers of individuals (the travel agents, for instance) who, it is hoped, will drum up additional traffic for them.

Furthermore, the air carriers have on many occasions reduced cargo rates to the point where they suffered in their yield, but relied on developing enough new traffic to wipe out the loss in yield. The most recent example was the downward revision in the North Atlantic rates, effective September 1, 1961. But such actions have been largely patchwork; the results of rule-of-thumb decisions, airline horsetrading, politics, etc.

Isn't it worth singling out newspapers and magazines for an all-out test? Can they truly produce the volume they claim is there? IATA ought to bestir itself and find out. It is also an obligation of its airline members.

SERVICES

DOMESTIC

AMERICAN

Nonstop jet service has been opened between Baltimore and Dallas with two flights daily in each direction.

All-cargo service between Miami and Los Angeles (via Orlando, Tampa, and Houston) has been in operation a full month on a five-a-week round trip basis. Two Super H Constellations are flown in this service. Payload of each freighter is 19 tons.

NORTHWEST

Two more coast-to-coast jet flights have been added to the airline's service. Both flights, which are operated with Boeing 720B fanjets, operate between Seattle-Tacoma and Portland on the West Coast, and New York and Workington Bullington and New York and Washington-Baltimore on the East Coast. Each flight performs a round trip daily.

September 1 was the kick-off date of TWA's new nonstop service between New York and Dayton, and New York and Co-lumbus. Convair Superlet equipment is operated.

INTERAMERICAN

PAN AM

DC-8 jet flights will be inaugurated be-

tween New York and Antigua and Guadeloupe in December. Four flights per week are scheduled for the New York-Antigua run, and two a week for New York-Guadeloupe.

PANAGRA

Jet service has been inaugurated on the run between United States and Ecuador. DC-8s have slashed flying time on the New York-Miami-Panama-Guayaquil run almost in half-from 12 hours to seven. For the time being the jet operates on a weekly basis, with five additional DC-7 flights weekly making the same run.

TRANSATLANTIC

AIR-INDIA

According to an announcement issued by Peter F. Mahta, the Indian carrier's man-ager for North Amer-

ica, daily service be-tween New York and six key points in Europe will be opened rope will be opened in the spring on a daily basis. This is contingent on ap-proval by each of the governments involved. The European points which Air-India plans to provide with daily service are London, Paris, Frankfurt, Prague, Geneva, and Rome. The announcement was made at the airline's annual North American Sales Conference in New



Mahta Daily flights

York, which was attended by S. K. Kooka, commercial director, who flew in from

EUROPE-FAR EAST

KLM

Transpolar jet service was established last month between Amsterdam and Tokyo. DC-8 aircraft replace the DC-7C transports which started the service nearly three years ago. Jet time is 19:45 hours as against the DC-7C's 32 hours. This service is on a twice weekly basis.

Starting September 28, the Scandinavian carrier will introduce DC-8 jet operations between Copenhagen and Tokyo, via points in Asia, with two flights weekly. The airline also operates a twice-weekly jet service between the two points via the transpolar route.

SWISSAIR

This month Swissair is expected to extend its third weekly Far East flight from Zurich, now terminating at Hong Kong, to Tokyo. Convair jets are to be introduced on the Swiss carrier's Far East routes.

INTRA-EUROPE

AIR FRANCE

Paris-Moscow services are now on a twice weekly basis. One of these, a Caravelle jet flight, stops at Warsaw. The second is a nonstop Super Constellation run.

Memo to International shippers regarding the new memo tariffs ... Rates look alike. but are they?

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FORWARDERS

RECORD TARIFF FOR AEI

Air Express International has produced what it calls "a precedent-shattering tariff." According to Alvin B. Beck, president, it contains more than 100,000 through air freight rates to and from all markets in Europe, Africa, the Middle East, India and Pakistan. The application of AEI's own weight levels, he said, provides savings of up to 70%, as compared with the rates which were in effect through last month. The air freight forwarding firm's breakpoints are set at 25, 50, 100, 220, 550, 1,100, 2,200, and 16,500 pounds.

Beck pointed especially to the breakpoints in the two lowest levels which "provide savings for the small shipper." He said that the company's exclusive services, especially its Golden Rocket and POE (Purchase Order Expedited) services will continue as before under the reduced rates.

AIRLIFT FOR MILADY

Amerford International Corp. recently handled a series of large shipments consigned by Helena Rubenstein, noted cosmetics manufacturer, to Laboratorio Uribe-Angel, Medellin, Colombia. A fire destroyed a large part of the Colombian firm. In order to maintain its market, it ordered heavily from United States suppliers. Amerford chartered an Avianca DC-4 to haul the first load (95 crates weighing 14,900 pounds). Ten thousand pounds more followed several days later. Last we heard, still more were on the way.

RATES

NEW CONTINENTAL TARIFF

Continental Airlines has reduced the tariff for transport of cut flowers from Denver to Houston and San Antonio. The new rate \$9.81 per 100 pounds from Denver to Houston, and \$8.95 per 100 pounds from Denver to San Antonio. The previous rates were \$12.76 and \$12.10, respectively. Subject to approval by the Civil Aero-

Subject to approval by the Civil Aeronautics Board, Continental plans to put



into effect Sept. 1 the following new 100-pound rates from Denver to various points in the South. (Old rates are in parentheses): Atlanta, Ga., \$15.16 (\$17.76); Birmingham, Ala., \$15.16 (\$20.58); Charlotte, N. C., \$15.16 (\$20.58); Jacksonville, Fla., \$18.34 (\$24.08); Memphis, Tenn., \$9.81 (\$12.76); Miami, Fla., \$19.38 (\$24.26); Orlando, Fla., \$19.38 (\$25.18); St. Petersburg, Fla., \$19.38 (\$21.96); and Tampa, Fla., \$19.38 (\$21.96).

IATA

IATA REACHES NO. 92

Three new airlines have become members of the International Air Transport Association. The new IATA members are: Air Guinée, of Conakry, Republic of Guinea; Air Mail, of Bamako, Republic of

CAB HEAD MEETS WEST COAST FORWARDERS



Alan Boyd (third from left), chairman of the Civil Aeronautics Board, receives a hearty handclasp from John D. McPherson, president of Airborne Freight Corporation and vice president, Western Region of the Air Freight Forwarders' Association. Occasion was a reception held recently in San Francisco to honor Boyd, and provide AFFA's members with the chance to meet him and discuss industry problems informally. Shown (left to right) are L. Pritchard; McPherson; Boyd; M. G. Montgomery, WTC Air Freight; James Hawker, Emery Air Freight Corp.; and Richard Meyers, Western Transportation Corporation.

Mali; and Trans Atlantica Argentina, of Buenos Aires, Argentina. The two African companies are developing both domestic routes and services to other points in Africa. The Argentine carrier operates from Buenos Aires to points in Brazil, and to Dakar and Switzerland. IATA now has 92 members.

COMMERCIAL AIRCRAFT

JET DELIVERIES

Convair—Japan Air Lines and Viasa of Venezuela have each received the first of their 880M jetliners. JAL will receive four additional 880Ms by next year. Viasa expects to take delivery of a second plane next month.

Douglas—The last one of an order for 40 DC-8s, placed in 1955 and 1957, has been delivered to United Air Lines.

Hawker Siddeley—The fourth and fifth Argosy propiet cargoplanes were taken over by Riddle Airlines last month. The all-cargo airlines has ordered a total of seven. Two of the three aircraft in Logair operation have been averaging close to 10 hours per day utilization. (The third plane is being used for crew training.) The carrier plans to increase daily utilization to 13 hours by September.

Sud—United Air Lines has accepted the first of a fleet of 20 French-built Caravelle jetliners. Delivery dates of Iberia's recently ordered Caravelles have been spaced between January and April 1962. Four have been ordered.

CERTIFICATION OF 107

The Federal Aviation Agency has given a Class I provisional type certificate to the Vertol Division of The Boeing Company

for its new twin-turbine helicopter transport. It can carry up to 25 passengers and cargo at a cruising speed of 150 miles per hour.

BRITISH JETS FOR FRONTIER

Frontier Airlines, local service carrier, has notified the British Aircraft Corporation that it intends to purchase six twin engine One-Eleven fanjets. Total cost will be over \$12 million, dependent upon the successful conclusion of negotiations and ultimate conclusion of the contract by the end of this year. The One-Eleven will fly 69 passengers and cargo at 540 miles per hour.

SPEED RECORDS

BEA-Aircraft: Comet 4B. Route: London-Stockholm. Time: 1:57 hours. Return flight: 1:56 hours.

SAS-Aircraft: DC-8, Route: New York-Copenhagen, Time: 6:04 hours.

Copenhagen, Time: 6:04 hours.

TWA—Aircraft: 707. Route: New York-London. Time: 5:19 hours... Aircraft: 707. Route: New York-Paris. Time: 5:32 hours... Aircraft: 707. Route: New York-Shannon. Time: 4:51 hours... Aircraft: 890. Route: New York-Chicago. Time: 1:25 hours... Aircraft: 890. Route: Chicago-Denver. Time: 1:35 hours... Aircraft: 707. Route: New York-St. Louis. Time: 1:38 hours.

HANDLING - PACKING

CLARK ESSAY CONTEST

Cost Reduction Through Materials Handling will be the theme of the ninth annual essay contest sponsored by the Industrial Truck Division of Clark Equipment Com(Concluded on page 48)

PAGE 40-AIR TRANSPORTATION-Air Commerce

MILITARY AIRCRAFT

SIKORSKY TESTS

The Sikorsky Aircraft Division of United Aircraft Corporation reports that it has conducted a design study of a high-performance helicopter capable of carrying a payload of two tons at a top speed of 209 miles per hour and cruising speeds up to 201 miles per hour. It was conducted by the manufacturer under contract with the United States Army Transportation Re-search Command, Fort Eustis, Virginia. Costs were shared jointly by the Army and Sikorsky. Evan Fradenburgh, of the company's Advanced Research Branch, who headed the project, stated:
"Analysis of the design shows that these

objectives can be met, and in some cases, substantially exceeded. Ferry range achieved, for example, is 2,400 miles. Top speed of this helicopter without payload is 224 miles an hour. Payload of the high performance helicopter design is 4,000 pounds at the design cruise speed of 201 miles per hour for a range of 150 miles. Payload may be increased to over 7,000 pounds by cutting cruise speed to 173 miles per hour, which still is considerably higher than cruise speeds of current helicopters.

AIRPORTS

SEATTLE-TACOMA

The month of June saw an upswing in freight handled at the airport. A total of 3,663,029 pounds was registered, as against 3,503,948 pounds in the same month a year ago. Handlings in the first six months of 1961 (18,589,933 pounds) are trailing the similar half of 1960 by 1,193,971 pounds.

Express handlings in June were 311,965 pounds, as compared with 275,868 pounds in June 1960. The total of 1,585,159 pounds of express handled in the first half exceeded last year's first half by 26,684 pounds.

PUERTO RICO

Cargo moving through Puerto Rico International Airport in June reached 4,641, 061 pounds, an increase of 25.77% over June 1960. For the first six months of 1961, cargo traffic rose 5.03% to a total of 24,-598,223 pounds.

ETHIOPIA

The Imperial Ethiopian Government has signed a contract for a new international airport, including a jet runway, at Bole, on the east side of Addis Ababa. The present Asma airport likewise will receive a jet runway. Facilities at other fields throughout the country will be improved.

FACTS & FIGURES

U. S. AIRLINES

AMERICAN

Freight-An all-time monthly domestic record was established in June when more than 11,377,000 revenue ton-miles were recorded. This was a 24% jump over the June 1960 total.

DELTA

Freight-A total of 1,608,000 ton-miles

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was reported for June, representing a 6% increase over the previous high set the month before and 8% above the same month a year ago.

NATIONAL

Freight-June and July volumes out of New York increased 14% and 24%, respectively, over the same months of 1960. June total was 810,766 pounds; and July, 702,339 pounds.

Express—July total of 73,260, airlifted out of New York, was 24% higher than the total for the similar month in 1960.

Freight—A 12% increase in revenue ton-miles is reported for the first seven months of 1961—4,291,000 as against 3,843,000 in January-July 1960.

UNITED

Freight-A total of 8,608,000 ton-miles was reported for June.

Express-June ton-miles reached a total of 1,355,000.

FOREIGN AIRLINES

ALITALIA

The Italian airline hauled 160% more freight during January-June than it did in the same period a year ago.

Freight—A rise of 3.5% over the corresponding month in 1960 brought the May ton-mile total to 1,534,200.

Freight-Annual report for the 1960-61 fiscal year shows freight revenue to have jumped 25.5% to a new high of \$18,-702 547

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SABENA

Freight-Report on the Belgian air carrier's 1960 financial results shows freight traffic to have increased 20% over 1959.

SWISSAIR

First-half report indicates freight traffic over the North Atlantic to have exceeded the January-June 1960 total by 22%.

FORW ARDERS

AIR EXPRESS INTERNATIONAL

Freight-First-half billings of \$7,430,320 represented a 33% leap over last year's similar half. More than \$16 million bill-ings are predicted for 1961 by Alvin B. Beck, president. Report on North Atlantic consolidated traffic reveals that average weight has been upped from last year's 57 pounds to 63 pounds. Nineteen chartered aircraft hauled some 6,000 shipments weighing about 400,000 pounds. These figures are apart from consolidations carried on scheduled flights.



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CONGRATULATIONS

UNITED STATES AIRLINES

Braniff: J. E. Jonsson elected to the board of directors and also to membership on the Executive Committee of Braniff's Board. He is chairman of the board of directors of Texas Instruments, Inc., and is prominent in other leading business and educational activities.

Northeast: Richard E. Fisher elected to the new post of vice president and director of public relations. A veteran airline public and community relations executive, his aviation experience includes 13 years with American . . . J. Richard Hannan named assistant director of public relations. . . J. Richard Hannan

Panagra: Andrew J. Phelan elected vice president and comptroller. He joined the carrier in 1941 in Lima, Peru.

Seaboard: Richard A. Fitzgerald elected vice president. Formerly assistant general counsel of the Air Transport Association of America, and a veteran of the aviation industry, in his newly-created position he will handle the all-cargo carrier's affairs in Washington, D. C. . . Edouard D'Arnoux appointed general manager in France . . . Ruthe C. Butler becomes director of advertising and public relations. Associated earlier in her career with American, and herself a private pilot, Miss Butler was formerly promotion manager for the Empire State Building.













Row I-Morrell (AEI); Olofsson (Airborne). Row 2-Parker (American Express); Fitzgerald (Seaboard). Row 3-Kreps (ABC); Kameda (JAL).

TWA: James E. Early promoted to manager of agency and interline sales in the New York District. Coming from Philadelphia, he replaces Raymond W. Dashburne, reassigned to the Newark sales office . . . Russell E. Ellis upped to district sales manager in Washington, D. C. He joined TWA in 1945. . . . Charles Gregory Schuberth appointed district sales manager in Geneva, Switzerland. A 19-year veteran with the carrier, since joining in Kansas City, Mo., he has served overseas in Paris, the India-Pakistan-Burma district, and Germany.

FOREIGN AIRLINES

Alitalia: Marco Cicero appointed advertising and sales promotion manager.

BOAC: Douglas V. Bryde appointed district sales manager in Atlanta. with TWA for 12 years before joining the British national airline in 1957 . . . R. J. Juppé takes the newly-created post of senior public relations. senior public relations officer (sp projects), U. S. A. His new territory (special include Mexico. He has served with BOAC for 11 years.

JAL: Shigeo Kameda promoted to general sales manager for the entire American region (North and South America). A native of Hawaii, he joined JAL in 1954 . . . Jitsuro Kobayashi, formerly general manager for the American Region, returns to Tokyo to take the position of assistant vice president in charge of operations and general manager of the transportation service department . . . Tatsuhiko Kawabuchi appointed executive assistant to the president for the American Region . . . Nobumitsu Kunitomo leaves Honolulu for Tokyo on appointment as staff assistant to the vice president-sales . . . Shinichi Oshima, formerly Bangkok district manager, becomes Honolulu district sales manager and station manager.

KLM: Gustave S. Mize, formerly mana-ger of eastern Europe/U.S.S.R. market development in the United States, appointed district sales manager in Pittsburgh. He has been with KLM since 1951.

TACA: Antonio Ortiz, Jr. appointed district sales manager for the West Coast. Associated with the airlines industry for over 15 years, his new duties will be largely concerned with developing travel to Central America.

FORWARDERS-AGENTS

ABC Air Freight: Two senior executive promotions have been made. Sidney Kreps, vice president, becomes executive vice president; and Lawrence Rein, general sales manager, is named vice president in charge of sales.

Air Express International: Garland R. Morrell, formerly district manager in Oklahoma City, transferred to Boston in the same capacity. Having served in the past with Northwest and Slick, he joined AEI in Dayton in 1958.

Airborne Freight Corp: Oskar A. Olofsson appointed regional sales manager in New York. Formerly with Pan Maritime Cargo Service, a wholly-owned sub-sidiary of Airborne, he joined in 1957, having been in the air cargo industry since

American Express: Frederick A. Parker, Jr., with the firm since 1947, appointed assistant vice president. He has served the company in France and Germany in the past.

REA Express: Charles H. Campbell, previously assistant vice president system operations, named vice president Mountain-Pacific Region with headquarters in San Francisco. His experience in the express business goes back to 1920 . . . Joseph A. Papa quits the job now taken by Campbell to move to New York as assistant vice president system operations. 1924 marked his entrance into the express business . . James A. Warren named assistant to president. He has previously held executive positions in traffic, public relations, and administration and finance while serving

INDUSTRIAL TRAFFIC

AviSun Corp.: Neil S. Llewellyn named general traffic manager.

Wheeling Steel Corp.: Neal Van Kirk succeeds Frank W. Klos, retired, as director of transportation.

H. J. Heinz Co.: John B. Carnahan appointed assistant to the vice president-dis-tribution . . . Grant E. Jackson becomes manager-transportation and warehousing.

Borden Co.: R. C. Dreher named general traffic manager.

COVERNMENT

Civil Aeronautics Board: W. Fletcher Lutz, Jr. appointed deputy director of the Bureau of Economic Regulation. From 1947 until his transfer to the CAB in 1958, he held various important governmental positions in accounting . . . Collin H. Blick replaces Lutz as chief of the Field Audits Division of the Office of Carrier Accounts and Statistics. He had several years of public accounting experience before entering into governmental service in 1952 . . . Kermit W. Day named service in 1952... Kermit W. Day named chief of the Management Division, Office of Administration. He joins the CAB from Headquarters, U. S. Army Ordnance Mis-sile Command in Huntsville, Ala., where he was Chief, Plans and Doctrine Division.

CLUB NEWS

Sales Executives Club of New York: John C. Emery, Jr., vice president of Emery

Air Freight, has been elected to the Board of Directors. Active in many of its activ-ities, he has served as organizer and president at the SEC Toastmasters, as vice chairman of the research committee, and in other capacities. His membership of the club goes back to 1955.



Emery

Chicago Trans-portation Club: The fall golf outing is scheduled for September 14 at the Silver Lake Country Club, Or-land Park, Ill.

Women's Traffic Club of Oakland: New officers elected are: Caroline Elliott, Consolidated Freightways, president; Olive Mitchell, Kaiser Services, vice president; Lydia Chamberlain, Gerber Products Co., recording secretary; Marcia Simmons, Pacific Steel & Supply, corresponding secretary; and Sophie Denker, Southern Pacific Co., treasurer.

Traffic Club of Baltimore: The second annual August Moon Cruise was held on August 10 on the Maryland Port Author-ity's ship, Port Welcome.

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NEW EQUIPMENT FOR THE Shipper & Carrier

According to a report by B. F. Goodrich Industrial Products Co., giant rubber bands that snap around the top layer of cartons stacked on pallets are saving one of the country's leading cosmetic manufacturers, Helena Rubinstein, at least \$1,200 annually in labor, damage and replacement costs. P. W. Perdriau, president of the BFG division which makes the pallet bands, said they are being used to hold the



top layer of stacks of cartons of cosmetics so they won't slide and topple to the floor when the pallets are moved. The unique bands are up to 1½" wide and 6' long and can be stretched to thrice their length.

William J. Armswood, Jr., Helena Rubinstein purchasing agent, said his company formerly used \$800 worth of masking tape each year to hold pallet loads steady. The tape could be used only once, took time to apply and often ripped cartons when it was removed. Armswood said that "the bands initially cost \$544 and are expected to last about three years."

"They can be used repeatedly and the ease with which the bands are applied and removed is resulting in an estimated labor savings of \$400 a year," he added.

An aluminum two-wheel hand truck, believed to be the first ever marketed that is completely collapsible, has been developed by Sturgis Manufacturing Company. Marketed under the tradename Tota-Ton, the hand truck weighs less than 10 pounds and is capable of lifting 500 pounds.

Developed for users who have a minimum of storage or working space, the hand truck may be folded in seconds into a compact 6"x36" unit. Erected the hand truck has a 14" base and an adjustable 57" handle.

The touch of a button will move the new Power-Curve Conveyor, manufactured by the Power-Curve Conveyor Co., Denver, inside a freight terminal or truck,



conveying all types of packages, boxes, cartons, or bags up to the actual stacking point for shipment. The stacking is done by one man. A series of spring belts operating over grooved rollers that are mounted in hinged frames forms the flexible conveying surface. It discharges to a high-speed belt that moves up and down under power, and from side to side, for easy stacking of packages by the operator. The manufacturer stated that the conveyor also makes it possible to palletize inside confined areas, such as trucks, at low cost.

Through the elimination of hand carts or lift trucks, one man can do the loading formerly requiring a crew of several men, it is claimed. The conveyor is reported to be particularly effective when used with a system of Power-Curve conveyors that takes the container all the way from packing station to the loading point inside a transport.

Hudson Pulp & Paper Corp. has developed a new adhesive, Renacel-100, for its Blue Ribbon superstandard tape which is claimed to provide faster, safer, gummed tape closures. The new adhesive is said to exceed accepted speed and tack strength standards for gummed sealing tapes. Blue Ribbon with Renacel-100 is particularly adaptable for large-volume operations where speed is essential and for products which require the protection of complete closure of carton seams, Hudson said.

The manufacturer asserted that in addition to offering greater scaling speed, the new adhesive is completely odorless and will not stiffen or lose tack strength in cold weather. It is claimed that tape "life" is extended, as aging actually increases bonding strength of this adhesive. The tape is made extremely flexible for easier handling by an exclusive process and is equipped with a snap-open tab for easy opening. It is available in a wide range of colors, sizes, basis weights and can be printed in one to four colors.

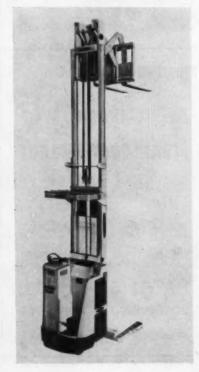
A shipping container that guards against scuffing the finish of the packaged product during shipment is being introduced by the Packaging Division of Olin Mathieson Chemical Corp. Protection is supplied by a special coating developed in the division's laboratories at West Monroe, La. Called Scuff-Master, the container reduces the abrasive effect of the container board on the product resulting from in-transit vibration and product movement, according to the firm. Olin expects to find application for products with baked enamel, chrome and wooden finishes, which are susceptible to scuff damage.

It was pointed out that Scuff-Master was developed to meet the packaging needs of one of the nation's largest manufacturers of refrigerators and electrical appliances. After testing more than 4,000 container boards, this company selected the Olindeveloped board as one of three that met its requirements. According to Kent Anderson, product manager-containers, build-

ing scuff resistance into a container is a custom operation. Because of the varying protection requirements of different paints, metallic and wood finishes, the manufacturer's designers evaluate, test, and develop a package for each product rather than for product groups. In every case, the product is tested in the package, both in the laboratory and in field shipments.

Airseco, Inc., has developed a mobile cargo elevator capable of lifting a 6,000-pound load from a 20" low height to a 116" maximum height. It said that three of the units are currently in use in South America. Called the M-600, it is mounted on a rugged tubular steel base which is equipped with retractable casters. Elevator and casters are operated by a hydraulic system powered by an industrial type gasoline engine. Airseco said that to minimize aircraft loading time, shipments can be preloaded onto the M-600, towed to the arcraft, and lifted to the aircraft door, leaving only the transfer of cargo to be effected. Roller units can be adapted to the platform for heavy crates or palletized loads. The manufacturer reported that a 12,000-pound capacity version is now in the design stage.

The Raymond Corporation reports that 40 specification changes have been made in a new model narrow aisle electric Reach Fork truck, with improvements in the performance, quality and design. A new high pressure hydraulic system allows smaller rams to be used and increases lifting speeds. Compact nested mast sections and a safety glass guard provide "picture window" visibility. The redesigned Reach Fork carriage is 12" lower to allow ceiling high stacking and 1½" shorter for easier narrow aisle operation. The compact masts and carriage section reduce the dead weight of the elevating mechanism and improve battery performance. Operating



safety has been increased by the addition of a hand guard, recessed steering wheel, new overhead guards and improved visibility. Maintenance is made easier by a color coded wiring system as well as quick and easy accessibility to all electrical, hydraulic and mechanical parts. The battery compartment now has ball bearing rollers plus right and left side battery removal facilities. Floor protective polyurethane wheels are standard equipment.

The AMP, a portable all-power-operated combination strapping tool, has been announced by Signode Steel Strapping Co. Signode said that air power does all the work in this new tool. It engages the feed wheel, tensions the strapping, applies the seal, severs the strap from the coil, and disengages the feed wheel. Previous powered combination models utilized pneumatic or electric power for the tensioning cycle only, the manufacturer pointed out.

Developed especially for the AMP is a new design of self-interlocking nested seal that simplifies loading into the tool, permits partial stacks to be loaded. Nibs in the flanges of the seal hold the stack together and in alignment until the seal is automatically fed into position on the strapping. The tool's pneumatic power has cut manual operations to a minimum, it was reported. To complete a strapping cycle, the operator need only open the rear gripper and wipe in the bottom strap end, slide the top strap under the feed wheel, press the tension lever, then the sealer lever, and swing the tool free from the strapping. The compact design and the elimination of tensioning and sealing handles permit the AMP to be used in cramped spaces on small packages. The tool has a steel base. It weighs only 22 pounds and, with its universal suspension bracket, can be used interchangeably in a vertical or horizontal position.

Signode stated that strap tension is adjustable to 1,200 pounds at 90 psi on the AMPS8M for % strapping, and on the AMP34M for %" strapping. Special high-tension models, the AMP58T and AMP34T, deliver 1,600 pounds for such special applications as brick packaging or strapping ingots. In addition, there is a high-tensioned model, the AMPR58T, which seals with a reverse notch.

The M20L, a semi-automatic power strapping machine, also has been announced by Signode Steel Strapping Co. According to the company, it rounds out the Signode line of standard M20 PSMs, sharing the same tensioning and sealing head

Invant.

and rugged structure but differing from the automatic models in having only the lower strap chute. Thus, in using the M20L, the operator positions the package, steps on the feed switch, inserts strap in the lower chute, and then steps on the cycle switch to tension and seal the strap-

While similar in operation to Signode's M2 models, the M20L's higher tension, faster feed, more rugged construction, and unlimited strap take-up will fit it into higher production packaging lines. The lower chute of the new machine can be fitted into a narrow slot between the ends of conveyor sections; supplementary table or roller sections are unnecessary, though they are available as accessories. Standard chute lengths are 18", 24", or 30". Vertical strap guides, which deflect the strapping over the package toward the operator, will clear packages 15", 21", or 27" high. A tension control wheel enables the operator to adjust easily to tension up to

Ruger Equipment Incorporated has announced the design and production of a new series of two-ton capacity mobile multi-purpose floor, truck and pedestal mounted hydraulic cranes. Designated the HP-2 Series, the new models are reported to be lighter, stronger and more maneuverable than any previous models. These cranes permit one man to lift, transport, and position loads in a single operation, Ruger



said. The new design is said to permit extreme flexibility in reaching under or over obstructions or equipment to reach and position loads.

and position loads.

Ruger's patented Togoil hand pump, in combination with its patented two-speed hydraulic system, provides "the most versatile lifting arrangement ever offered on any hydraulic crane" it is claimed. The pump provides variable effort and displacement without mechanical adjustment while the hydraulic system offers both speed for light loads and power for heavy lifting. A factory set overload relief valve assures safety and protection for operators, loads and equipment.

Among the new features of the HP-2 Series is the increased reaching height. It was pointed out that the unit will still go through an 82" doorway, but will now reach up to 10' and to a maximum 12'3" with an extension boom. Wide spaced swivel casters have increased stability and at the same time permit easier maneuvering in tight quarters. The towing handle is mounted waist high on the mast so that pulling effort is out and not up.

A rider-type walkie truck designed for handling two 2,000-pound capacity pallets, each 48" long x 40" wide, at one time,



has been introduced by Lewis-Shepard Products Inc. Available with speeds up to 6.5 miles per hour, the newly designed order-picking walkie is said to double the operator's pick-per-trip, thus increasing order picking efficiency in distribution warehouses.

Flush-bottom crates and cases, up to 1,000 pounds, are easily loaded and moved directly from the floor by one man using the Crate Mate, a new materials handling truck introduced by the Stokvis Multiton Corp. The manufacturer stated that even though a crate or case is resting right on the ground, it is ready for loading on the new unit. The operator rotates the steering handle 90° which permits him to slide it to the rear of the truck. He then inserts the truck's special steel "tongue" beneath the crate and levers back on the steering handle which is attached to the "tongue. The body of the truck is then pushed easily under the tilted crate. After the operator slides the handle back to the front of the truck, the load may be transported to its destination. After transit, a sharp tug on the steering handle will dislodge the crate and permit it to slide over rollers to the ground.

Barrett-Cravens Co. announced that handling ease, high speed, economy are features which have been built into the new Barrett TTR Fork Hi-Lift Truck. With 24-volt electric power, the TTR is available in capacities of 1,000, 1,500 and 2,000 pounds. Standard collapsed heights are 106" and 136", high or low free lift. Triangle type three-wheel floor contact gives the TTR stability and ease of steering, loaded or empty. Sharp turning radius and high maneuverability make it especially valuable in congested or narrow areas.



The new truck has four automatic speeds forward and reverse, with a top speed of 4.5 mph loaded, 5 mph empty. Brake and accelerator pedals and the steering wheel are positioned like those in any automobile. The driver sits on a comfortable upholstered seat. For directional travel—forward and reverse—a hand lever switch is located on the right side of the steering column. On the left side of the steering column are two levers—one for fork lifting, the other for mast tilting 2° forward and 12° back.

The Hyster Company has developed a lift truck that "makes practical use of vacuum to handle an umbelievable assortment of loads — including such varied products as appliances, cased goods, bagged goods and paper rolls." Although lift truck attachments and oversize suction cups have been manufactured to handle non-porous materials of limited size and weight, Hyster's new approach employs vacuum to handle almost any material that can be wrapped or sealed. Two-and-a-half years were spent on its development.

Surface vacuum is used to handle loads such as paper rolls and cartoned appliances—even if the surface is somewhat porous. A unique feature of the unit is its ability to handle multiple package loads. Using the internal vacuum principle, air is



exhausted from a thin paper or plastic wrapping, drawing the cases or bags tightly together and locking them securely to the face plate of the lift truck attachment.

The Hyster vacuum lift truck can be distinguished by a compact power unit, mounted behind the driver's seat, and a face plate mounted close to the upright. Experimental face plates developed so far include a flat plate that can be positioned vertically and horizontally; a special plate for handling cartoned appliances, and a paper roll face plate. The face plates are light, easily detachable, and can be switched in seconds by the operator, without leaving his seat.

Advantages offered by the vacuum han-

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dling unit include (1) no clamp arms, for more maneuverability and tighter stacking, (2) the face plate is closer to the upright and weighs less than other attachments, for less reduction of basic truck capacity, (3) less operator skill is needed, (4) operating cycles are faster and safer, and (5) no other support is needed to move unit loads.

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	(c)	Burma	54%	104%
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BOOKS

Continuing the high standard of excellence of the series of Gold-Leaf Travel Photo Books are two more titles, Beigium and Venice (Taplinger Publishing Co.; 143 pages each; \$1.95 per copy). These little volumes, each of which can fit into the palm of the average man's hand, are repositories of beauty and life. Captured in sharp black-and-white and exquisite color are the streets, structures, and byways of the two vividly contrasting territories. In Venice there is slightly more emphasis on the people, but the water scenes are there in profusion and shimmering serenity. This series rates high with us, and we commend them to you without reservation.

Richard Joseph, the well-known travel writer, has written a little volume which should return its cost to the European traveler many times over. It is Esquire's Shopping Guide to Europe (Harper & Brothers; 125 pages; \$2.50). Concise tips on what and where to buy in 19 countries of Europe. Perhaps one of the most valuable of its features is that part of each section which informs the traveler where and when to haggle over a price. A worthy volume even for the experienced traveler. It includes some delightful commentaries by five well-known overseas correspondents.

Helen Hill Miller's Greek Horisons (Charles Scribner's Sons; 255 pages; \$6.95) is a pleasant journey into antiquity; a well-written account of a visit to Greece, one which naturally dips into history and mythology as her descriptions of places visited unroll. Mrs. Miller's enchantment with Greece comes stirringly through the pages; and if this reviewer may serve as an example, it leaves one who never has visited that country with imagination inflamed and desire whetted. The llustrations are excellent. Greek Horizons is that kind of book, which, once read, is cony to have around.

World Aircraft Hlustrated (Aero Publishers, Inc.; 248 pages; 38.50), edited by John Underwood, is a valuable compendium of the world's aircraft in the air today. Covers all types of civil and military aircraft, and even includes data on model planes available in kits. The 440 photos in this volume are in each case accompanied by exhaustive statistics and other information concerning the aircraft.

Now in its second edition, Modern Alrmanship (D. Van Nostrand Co., Inc.; 892 pages; \$9.75) ranks high as an authoritative text on flying and general aviation. Edited by Brig. Gen. Neil D. Van Sickle, the new edition has been updated to the point where it covers jet transportation, hypersonic flight in military operational aircraft, airways modernigation, etc. There have been many changes since Modern Airmanship first appeared four years ago, and these have been carefully drawn into the present volume. Important changes appear in the chapters on instrumentation and instrument flying, aerodynamics, navigation techniques and equipment, to name just a few. This is on our recommended list.

Air Marshal Sir Robert Saundby discusses what he calls "the basic element of air power in his Air Bombardment (Harper & Brothers; 259 pages; \$5.00). This is the story of air bombardment, from its beginnings in World War I to today's missile era. The author feels that a great deal of misinformation has been spread on the subject (this because of a lack of information on it), and his book is meant to set the record straight. One of the points made by the author is that "the latest developments of long-range bombardment armed with thermonuclear weapons, whether carried out by manned aircraft or ballistic missiles, have made full-scale war so violent and dangerous that it is now useless as a means of settling international disputes." Unfortunately, current newspaper headlines do not indicate unanimity of opinion.

Currently available is the newly issued 23rd edition of Civil Air Regulations and Flight Standards for Pilots (Aero Publishers, Inc.; hard cover, \$4.50; paper cover, \$3.00). This is the widely accepted text for would-be pilots, containing full information on all aspects of piloting. Includes a complete typical written examination for pilots. Fully illustrated.

Emile Benoit discusses the Common Market, the Free Trade Association, and the United States' relationship to them in his thought-provoking Europe at Sixes and Sevens (Columbia University Press; 275 pages; \$5.00). The author, a former senior economist in the U. S. Department of Labor and later an attache in American Embassies, defines the issues, weighs the evidence, and expresses certain conclusions of his own (with which, incidentally, Walter Hallstein, in his foreword to the book, takes exception, but praises the book generally).

A particularly interesting volume which should take an important place beside the growing library of moon literature is Gilbert Fielder's Structure of the Moon's Surface (Pergamon Press; 266 pages; \$7.50). The author has assembled a vast amount of known data on the lunar target of the Soviet and the United States. The result is a comprehensive text that is both significant and timely, and certainly is useful to the professional scientist and amateur lunar astronomer. Illustrated.

A new Indian novelist, Manohar Malgonkar, is introduced to American audiences in his first novel, Distant Drum (Asia Publishing House — Taplinger Publishing Co.; 257 pages; \$4.95). It is a war story, but more so Distant Drum is an extraordinarily effective canvas on which Malgonkar has painted the upheaval in the Indian Army, and in men's souls, wrought by partition. He contrasts the clubby atmosphere, the dances and the polo matches of the not-so-old battallon days, with the sad reality of "a Himalayan no-man's land, silent and inhospitable," underlining the terror and shock and effects on human relationships in an awful time of inevitable change.

Prepare for a Hogarthian array of characters in a singularly interesting novel by Michael Hastings titled, The Frauds (Orion Press; 278 pages; \$3.95). They swiri about in their South London locale with garish abandon, but eventually drop into a pattern which gives the author his opportunity to proclaim the Big Message. ". . Who is more worthwhile, the man who practices nonsense, not knowing it for what it is, or the man who merely preaches similar nonsense, still without knowing it for what it is?" Hastings has one of his characters ask, ". . Nothing carriese conviction unless you put it to the living test. The fact that a thing is false when you do it is unimportant. It is the act of doing that counts."

Steve Frazee, who has authored more than a score of adventure books and Westerns, has now produced an excelent satire in More Dama Tourists (Macmillan & Co.; 241 pages; \$3.95). The book is a joyous spoof concerning the efforts of the Chamber of Commerce in Wonderful, Colorado, to detain tourists (and their dough) by putting on a real live Indian show in the local park. It all gets a little out of handand thereby hangs a tale which keeps one amused from start to finish. A riotously cheerful and agreeably astringent commentary on small-town life, this.

Nobody who read The Flower Drum Song will require to be told how gifted and subtle an author is chinese-born C. Y. Lee. Now an American citizen, his research on the New Order in China, performed while he worked as a feature writer for Radio Free Asia, has resulted most happily in his latest novel, Cripple Mah and the New Order (Farrar, Straus and Cudahy; 233 pages; \$3.95). This brilliant little satire is in the tradition of Voltaire's Candide. It is deceptively simple—and bitingly penetrating. It portrays the progress of a poor cripple through a world in which the Communists, once they have swept to power, are determined to stamp out human nature. Highly recommended.

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40 Here is the SAS World-Wide Cargo Dooklet which details for shippers the 1981 summer program of Scandinavian Airlines System. Contains detailed schedules of the air carrier's European and intercontinental flights, covering 59 cities in 40 countries on five continents. Includes both passenger-cargo and all-cargo flights.

41 For the first time, Air Express International has issued a domestic air freight tariff. Effective between more than 1,700 United States communities, it features one-rate door-to-door service, as well as commodity rates with no minimum charges.

42 For that traveling businessman KLM is offering handy plastic name tags which can be attached to suitcases, briefcases, and attache cases. Consists of a plastic disk with space for name and address, and a short chain.

43 British Overseas Airways Corp. is making available in seven different languages a valuable booklet which provides, at a glance, the package sizes which can be accommodated in air transports operated by BOAC and its associated airlines. Aircraft include the Boeing 767 (Series 120, 220, 320 and 420), Comet 4, Douglas DC-8, Super constellation L-1949, Constellation 749, DC-6, DC-6, DC-7F, Electra, Britannia (103 and 313), Viscount, Argonaut. Avail-

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44 New two-page bulletin illustrating and describing Elweil-Parker's new Spartan series of 10,000-, 12,000- and 14,000-pound capacity electric-powered fork trucks.

45 Wall chart of common coversions cu. ft. to liters, microns to meters, of applications.

46 How to Stack and Load Corrugated Boxes, a valuable little booklet which shows how to eliminate waste and save money through proper handling.

47 Literature explaining a new service recently inaugurated by a major international air freight forwarding company. The service, aimed at importers, provides them with representation abroad, at no extra cost, in order to expedite shipment of their purchases from foreign suppliers.

Which is Best for You?—a new 12-page booklet which describes methods that enable the buyer or user of automatic lift trucks to avail himself of the economies of more than 290 models of a certain manufacturer's lift trucks, without impairing existing credit lines, without restrictions on growth and operating efficiency caused by 'tight money,' and without making large capital expenditures."

49 Handy folder, produced by British Overseas Airways Corp., which lists the new transatlantic cargo rates effective September 1.

Qantas has made available a new folder which provides South Pacific cargo rates to and from United States and Canadian points.

51 Illustrated case history, prepared by a manufacturer of materials-handling equipment, shows how one of the Pacific Northwest's largest and newest public warehouse has been able to attain high-speed distribution.

Pan Am has produced a new film, World Marketing in the Jet Age, which analyzes new marketing techniques. The film focuses on the economics of air freight through the eyes of a corporation head and his staff. Shows how cost analysis decides whether air or surface transport should be used to move goods. This sound-and-color film, 20 minutes' running time, is available on loan free of charge to business and trade groups. Pan Am will supply representatives to answer questions and discuss specific problems.

A new 20-page catalog covering the complete line of a well-known manufacturer's fork trucks, powered hand trucks, straddle carriers, towing tractors, attachments, and container-handling equipment. Illustrated.

An air freight forwarding firm is offering a leatherbound pocket-size diary which contains considerable helpful information, such as postal information, weights and measures, comparative times in the world's largest cities, mileage between American cities, population in American cities, business laws in brief, etc. The supply is strictly limited, so—first come, first served.

A four-page brochure summarizes performance and applications of a new lightweight, low-cost personnel and cargo vehicle especially designed for inplant use.

Air France offers a VIP Shopping Guide of Paris for business travelers and late vacationers of both sexes. This handy 33-page booklet contains a wealth of useful information, such as: what to buy and where; shopping phrases in French; a comparison size chart; a two-page detailed street map of the heart of Paris; and other pertinent data.

HANDLING-PACKING

(Continued from Page 40)

pany, it was announced by Bert E. Phillips, vice president and general manager. This year's contest, sponsored by Clark and conducted by the American Material Handling Society, will have a first prize of \$2,000 and nine other prizes totaling \$3,000 for the best papers submitted on the subject. Closing April 1, 1962, the competition is open to anyone associated with materials handling except Clark employees and dealers. Papers will be judged on analysis of subject, value in the field, originality, organization of material and use of visual aids. Complete details and rules of the contest may be obtained from local chapters of the American Material Handling Society or by writing to: Industrial Truck Division, Clark Equipment Company, Battle Creek, Mich.

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